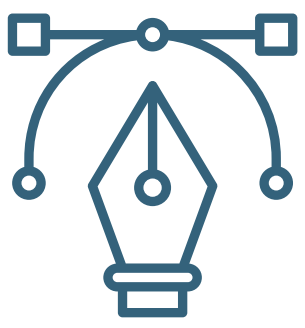




5 Benefits of New and Improved Packaging for 2022

INCREASES BRAND AWARENESS



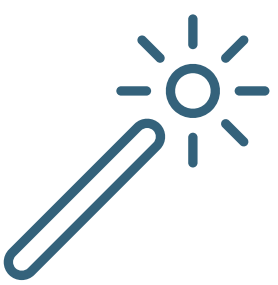
Improving product packaging each year allows a business to increase its brand awareness. Using similar elements such as color, logos, icons, etc., will help consumers recognize your brand, even with the packaging updates.

ATTRACTS NEW CUSTOMERS



Designing new and improved packaging attracts consumers to learn about a business's product, make a purchase, and return as loyal buyers.

CREATES A TOUCHPOINT



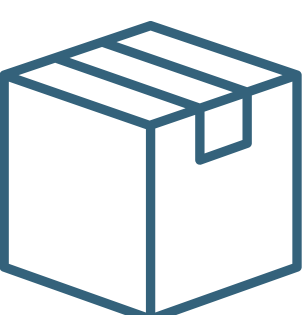
Product packaging serves as the first touchpoint a consumer has with a brand. It's essential to use on-trend packaging designs that are engaging and utilize a business's branding elements.

COMMUNICATES INFORMATION



Updating product packaging to provide clear and concise information is essential. This allows the consumer to quickly understand the product's overall benefits, how to use it, and how to dispose of it.

IMPROVES PRODUCT PROTECTION



Redesigning product packaging helps increase durability and sturdiness. This ensures the product inside is protected and safe from external forces during transport and handling.

Ready to design new and improved packaging for your brand?
Call Albert Paper Products at (973)-373-0330 to get started.

