

# PACKAGING & PRESENTATION:

Why They Are So Important to Your  
Business Marketing Plan



**PACKQUEEN**  
THE LEADER IN PACKAGING

As a business owner, you want to avoid doing anything that can set you up for failure.

Did you realize that your product packaging can do just that? Many people feel that packaging doesn't matter, but your customers feel differently. If they receive your product in a package that looks cheap or messy, it places your product, your brand, and your company in a bad light.

That's why at PACKQUEEN, we provide the best in gift and packaging materials. We're an Australian manufacturer that provides over 1000 different types of boxes and packaging materials. We want to help you put your best foot forward.



# The Marketing Experts Agree: Packaging Plays a Vital Role in Your Success

**Could something as simple as packing materials really impact your business? Absolutely!**

According to the business experts at [Inc.com](http://Inc.com), ninety-five percent of businesses fail in the first year. That's an astonishing number—and we don't want you to be a part of that statistic.

Focusing a little bit of time and energy on your packaging materials is a shortcut to help customers decide that your product is worth buying again. Conran gives the example of the jewellery company Tiffany's. The blue box they use for packaging their gorgeous earrings, rings, and necklaces are just as famous as the jewellery.

When one of your customers receives a package from you, what's their experience? Simply put, it should be sublime. It should feel like they've just received the most awesome gift ever.

What's going to make you stand out from competitors? What's going to make your customer come back to you? If you please your clients from start to finish—good customer service, ease of order, beautiful packaging, and an unbelievable product—your customers will be so impressed, they can't help but keep coming back.

## THE UNBOXING PHENOMENON & HOW YOU CAN TAKE ADVANTAGE OF IT

We live in an age where “unboxing culture” is an actual thing. According to [Fortune.com](http://Fortune.com) writer [Mark O'Connell](#), the phenomenon is so popular that YouTube has even given it its very own category.

We've watched [a few of these videos](#) and we can tell you – the items we're most excited to see opened are the ones that have the best packaging. The style, brand, and personality of the various companies definitely shine through.

You can take advantage of this by choosing the highest quality packing material, and putting your own stamp on them. The best way to do this is to utilize PACKQUEEN's [packaging and presentation services](#).

## PACKQUEEN Suits Everyone's Needs: Industries We Serve that Rely on Packaging

**Just about every company needs some sort of packaging or presentation service. These are just a few of the businesses we've provided service to over the years.**

- Professional Service Industry and Promotional Companies
- Health & Beauty Industry, Hotel & Hospitality Industry, Online Businesses & Retail
- Food Companies & Caterers, Bakeries, Cafes, Chocolatiers, and Wineries
- Printers and Photographers, and more!

How have we helped these companies?  
There are two specific ways we can help a company convey their message and values via packaging materials.

## 1. GENERAL PACKAGING NEEDS

We can help with even the most basic packaging needs. We provide our customers with sturdy shipping boxes. The products they ship to their customers should be well-protected, and we've made sure of that by offering strong boxes that withstand the test of couriers.

## 2. MARKETING, EVENTS & PROMOTIONAL GIFTS FOR CUSTOMERS & MARKETING

Sending someone a promotional gift is a great way to drum up interest in your product and company. If this soon-to-be customer is impressed with the way you've carefully packaged your products for shipment, they'll be even more likely to spread the word about your company.

You don't even have to ship your product to use our services. If you're holding an event, you can market your product and company by giving away samples in promotional gift bags. It's a great way to get your product into people's hands and will make a positive and memorable first impression.

# Packaging Supplies: 7 Ways We Help You Look Professional & Put Together

**As a customer, it can feel almost insulting to receive a sloppy package. It feels like the company didn't care enough to take a few extra minutes and present their product in a professional manner.**

When you send your products in a beautiful, professional package, it reflects on you as a business owner and on your company as a whole. It shows that you really care about every aspect of the customer experience.

To help you accomplish this, we have 7 ways that you can put your best foot forward.

## 1. GIFT BOXES & BAGS

These are great for hand giving gifts, whether they are personal or promotional. And, these are the types of things that will make you stand out at promotional and marketing events, too.

## 2. GIFT WRAPPING MATERIALS

We offer a variety of materials to do your own gift wrapping and packaging. We offer twine, natural, satin and organza ribbons. Our customers like using these to put a nice finishing touch on a package. They show that the company has taken some extra time and is very focused on details.

### 3. CARDBOARD BOXES

If you're looking for sturdy shipping boxes, we have the best! We offer just about any size you would need, and they even come in a variety of colours.

### 4. PACKING MATERIALS

Keeping your products safe is of paramount importance to us. We offer tape, courier bags, resealable plastic bags, and more.

### 5. FOOD PACKAGING

Whether you're looking to present your gourmet creations beautifully or shipping food to someone, we can help. We have noodle boxes, paper bags, chocolate and pastry boxes, hamper trays, donut boxes, food trays, and more.

### 6. PLASTIC BOXES

If you're not a fan of cardboard or just need a nice box for storage or transport, we have plastic boxes. We especially like the plastic window boxes because they allow others to get a glimpse of what you have to offer.

### 7. LABELS & TABS

Labelling is another important tool in selling your brand. We have a wide selection of beautiful labels and tags that can be used on jars of jam, boxes, bottles, candles and more! Our customers appreciate the nice shape, colour, and design options that we offer.

## PACKQUEEN & You: Teaming Up to Increase Return Sales & Customer Satisfaction

**What kind of experience do you want your customers to have when they unbox your products? That's right, an amazing one! We think receiving a package in the mail from your company should feel like they're receiving a gift.**

With packaging and presentation services from PACKQUEEN, you can make this happen. Tell us what you need, and we'll deliver. We have tons of satisfied customers who, in turn, have tons of satisfied customers. And it's all, in part, because of having an incredible unboxing experience.

When you make this happen, your customers will have one more reason to keep shopping with you. Instead of setting yourself up for failure, you'll be ensuring the success of your company.

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