

PACKQUEEN'S TOP TEN

CREATING THE PERFECT HAMPER



PACKQUEEN
THE LEADER IN PACKAGING



PACKQUEEN'S TOP TEN

Gift hampers can be enjoyed by absolutely anyone. When in doubt of what to offer your family members or corporate clients as a gift, you can't go wrong with a hamper. Hampers can be put together in various formations and with various products to suit any occasion – whether it's a Christmas gift or a thank-you gift.

While there are a large amount of ready-made hampers to choose from, they can be quite expensive, and when you're preparing these in bulk, then creating hampers yourself can be a great way to save money. Not to mention, a personalised gift is always more appreciated.

You can make your hampers as simple or as luxurious as you like – and you don't need to be an expert at gift giving!

At PACKQUEEN, we have prepared a 10-step guide to creating the perfect hamper.



PACKQUEEN'S TOP TEN

ONE: planning

Spend time in planning and sourcing the right contents for your hamper. Whether it's a food hamper you're going for or a product-based hamper (such as hair and beauty products), the time you spend in finding the right product will reflect the quality of your gift.

TWO: consider the receiver

The gift is about you and the person you are giving it to. It is important that what is inside your hamper reflects how you value your gift and the person who is receiving it.

THREE: research, research, research!

Choose the products or items you will be putting into your hamper carefully. They don't necessarily have to be expensive items to make your hamper look nicer. Find brands that have quality items at a low cost, or check out small-scale larger stores for unique products.

FOUR: choose your products

Consider who will be receiving your hamper. Most ready-made hampers contain items that may not be suitable for your target. For example, keep wines and liquors out of family gift hampers or prize hampers to ensure they don't fall into the wrong hands.



PACKQUEEN'S TOP TEN

FIVE: theme your hamper

If it's a Christmas hamper you're creating, then consider what items can be enjoyed by families, such as chocolates, cakes, lollies and even DVDs or books! This is a cheaper alternative to purchasing individual gifts for each member of the family.

SIX: design your hamper

Determine the design for your hamper. This is where you can express your creative side by colour coding and labelling food items using your own designs. If you're not necessarily the creative type, there are many website that offer free art which you can use on your labels.

SEVEN: choose the right packaging

Packaging is the most important part of your hamper. Choose materials that will be able to hold the weight of your products. By this point you have invested a lot of time into planning what your hamper will look like, so you want it to arrive in top shape and presentable. A wicker basket or a sturdy, attractive hamper box as the base is perfect.



PACKQUEEN'S TOP TEN



EIGHT: arrange your items

Carefully arrange the items inside your box or basket. Put the tall items in the center or towards the back, and the smaller items around, or towards the front to create a symmetrical cascading effect ensuring all your products can be seen. Pad the bottom of your hamper to create a good base. If you are packaging a variety of glass items, place some tissue paper amongst them to prevent breakages.

NINE: add the finishing touch

Once you have gathered and arranged your items inside your hamper, it's time to add the finishing touch. Wrap your hamper with cellophane and ribbons. To create a unique effect, research interesting ways to tie your ribbons, rather than the standard bow. As much as possible, colour code your hamper to give it a uniform look, or use bright colours if your products allow for some 'fun'.

TEN: add a greeting to your hamper

And finally, don't forget to label your hamper with a printed gift tag or a sticker label and a nice greeting!

Gifts are our way of letting people know that they are special, and telling your customers and clients that they are valued. The perfectly put together hamper can say all of that with very little words. Good luck!



PACKQUEEN
THE LEADER IN PACKAGING

WWW.PACKQUEEN.COM.AU