



PACKAGING YOUR HANDMADE PRODUCTS

A Workbook To Help Your Craft an Unforgettable
unboxing Experience For Your Customers

DOWN TO THE BASICS



PACKAGING: WHY YOU SHOULD CARE

The idea here is attention to detail. Trust me, people notice it. Yep, they might throw the packaging in the bin the second they get their hands on the product, but even if that's the case it doesn't make it any less valuable. To say it does would be almost like saying "well, the customer has probably stopped thinking about the shopping experience as soon as they've bought the product, so it doesn't really matter how the packaging looks". Hopefully we all know that ain't true.

Not only are you selling a product, you're selling a brand, a feeling, an experience. And if your product really is good like you say it is ;-), your customer's excitement should be through the roof by the time their package finally arrives. This is not a good time to disappoint them! (Not that any time is). Keep them on that high, give them the satisfaction of a nice feeling/looking/smelling first impression of your brand. I can guarantee you it will last.

The "unboxing experience"

The unboxing experience is the process by which your customers open up - layer after layer - the package they just received. From the shipping box, to the protection layer, all the way to the product they bought. It is an opportunity to create an unforgettable experience and to take them through the story and personality of your brand.

WHAT YOU'LL NEED

1

SHIPPING PACKAGING

The “shipping packaging” is by definition a “utility” layer of the unboxing experience. It exists so that the postman can deliver your goods to your customers and generally, it’s not really pretty...! That’s where you can differentiate yourself. By branding your shipping material, you can create an unforgettable unboxing experience from the start, before your customers even start opening up that first layer.

2

PROTECTION LAYER

This layer protects your beautiful creations from being damaged during transit. There are a variety of options here that you can consider, mostly depending on your product (How fragile? What shape?) but also depending on your brand image. It adds a layer of texture to the unboxing process. At all costs, please avoid bubble wrapping and foam peanuts!

3

PROMOTIONAL MATERIAL

Including promotional elements in your packaging is one of the best ways to turn your customers into raving fans, make sure they shop your products again, and invite them to tell their friends. As you probably already know, it is much easier to turn a customer into a repeat customer than it is to get them to buy the first time around! You need to capitalize on that and the best way is through your packaging.

4

PRODUCT PACKAGING

This is the last thing your customers will unbox, and by far the most important piece of the puzzle. There are a million ways you can decide to package your product, and I strongly encourage you to be creative with it. Have fun and surprise your customers! As long as it aligns with your brand and product, feel free to think outside of the box here (see what I did there?).

IDEAS TO GET YOU STARTED

SHIPPING PACKAGING

A few ideas to get you started:

- Flat envelopes and flat mailers – great for flat products, prints, artwork, etc.
- Cardboard boxes – in all sizes and shapes
- Bubble envelopes – great for fragile products
- Bags – great to have for trade shows and craft markets
- Mailing tubes – for all prints, posters, etc.

Brand it using...

- A custom stamp;
- Stickers;
- Custom mailing labels;
- Custom tape or colored tape that matches your brand;
- etc.

PROTECTION LAYER

You could use...

- Shredded/Crinkle paper;
- Wood wool/Excelsior;
- Kraft Paper, Colored Paper;
- Custom Tissue Paper;
- Anti-Bending Cardboard Sheets (good for flat prints and artworks);
- Etc.



Credit photo: Carina Photographics

PROMOTIONAL ELEMENTS

A few ideas to get you started:

- A coupon code (15% off your next order, 10% off your next order for you and a friend, etc.)
- A sample or small gift;
- A card or note introducing your brand and products;
- A card or note introducing yourself: the maker;
- Fun and branded stickers;
- A personal note (if you are just getting started, do things that don't scale and consider sending personal handwritten notes);
- A social media share/feedback request (eg.: "take a picture of you wearing your product and share it using #yourbrandhashtag" for a chance to win X)
- Etc (there are no rules here, if you think of something new go for it!)

IDEAS TO GET YOU STARTED

Print it on...

- Business cards;
- Square business cards;
- Mini-cards (moo);
- Mini Square or circle stickers;
- A6 flyers or postcards;
- Etc.



Credit photo: Aeolidia.com design work for Azalia

PRODUCT PACKAGING

A few ideas to get you started:

- Muslin/Cotton/Fabric bags;
- Gift and cardboard boxes – exist in all sizes and shapes, and would work for almost anything;
- Pillow boxes;
- Clear sleeves – for flat prints;
- Belly band – great for clothes, socks, etc.;
- Quality wrapping paper – pillows, clothes, etc.;
- Tube/tub/jar – for beauty and food; etc.

Brand it using...

- Stickers;
- Custom logo stamp;
- Product tags (sewed on or hanging);
- Strings, Ribbons, Pompoms;
- Washi tape;
- Etc.



YOUR UNBOXING EXPERIENCE

CRAFTING THE RIGHT EXPERIENCE

How do you want your customers to feel?

Take some time to think about how you want your customers to feel when they receive and unbox your product? What words would you like them to use if they were to explain their experience to a friend?

Eg. : Luxury, fun, natural, colorful, elegant, sophisticated, rough, etc.

Textures and colors inspiration

Taking into account your brand story and guidelines, what textures and colors would work best for your packaging?

Eg.: wood, kraft paper, confettis, glitter, neon, natural, shiny, etc.

Notes

For any other ideas you might have:

MAKING IT ALL HAPPEN

Time to make it all happen! Yay!

NB.: Unless all your products are similar in size, shape and weight you will have to fill out this checklist for each product that requires a different a packaging.

1 - SHIPPING PACKAGING

I am going to use...

and brand it using:

supplier's name

price/unit:

2 - PROTECTION LAYER

I am going to use...

supplier's name

price/unit:

3 - PROMOTIONAL ELEMENTS

I am going to insert:

Eg.: 15% OFF next order // Thank you note // Free sample // etc.

Printed on:

Eg.: square Moo business card // A5 flyer // etc.

supplier's name

price/unit:

MAKING IT ALL HAPPEN

4 - PRODUCT PACKAGING

I am going to use...

and brand it using:

supplier's name

price/unit:



THANK YOU!

For further help, support and training to help you start, grow and profit from your handmade shop, check out Tizzit HQ



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