

# Are you making these product packaging blunders?

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The packaging of your product is as important as what you are selling. Having attractive and functional packaging can enhance your brand image and even result in higher sales.

However, this is something that is commonly overlooked by many people. Here are some of the mistakes you need to avoid when it comes to product packaging:

## 1. Over-packaging products

One of the biggest mistakes you can make is [over-packaging](#) your products. Besides increasing your costs, it might also be difficult to open, thus leaving your customers frustrated. In addition, you should not use packaging that isn't proportional to your product. In such a case, the client might be disappointed because they expected the product to be bigger than it actually is. Finally, you need to consider the effect your packaging will have on the environment.

## 2. Imitating your competitor's packaging

Can a customer tell apart your packaging from that of your biggest competitors? This is the first question you need to ask yourself. Consider the shape, colours, material and user-friendliness of your packaging. It would be advisable to hire a professional to come up with a [packaging design](#) that will make you stand out in the market.



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## 3. Failing to brand the package

Your product packaging presents a great opportunity for [promoting your brand](#). Therefore, you need to ensure that your brand name and logo appear prominently on all your packaging. This will make your brand stick more in the minds of your customers. If the packaging is reusable, more people are likely to see it thus giving your brand more visibility.

## 4. Not using recyclable materials

Besides avoiding over-packaging, you should also consider the kind of materials used. This is because customers usually dispose some of the packaging after receiving their products. Therefore, you need to ensure that your packaging materials are [biodegradable and recyclable](#). Being environmentally conscious will enhance your company's reputation, and could

increase sales in the long run.

## 5. Using cheap packaging for expensive products

When choosing your packaging, you need to consider the cost of the item. Though using cheap packaging for expensive items might save you money, it will only give your customers a poor product experience. Therefore, make sure the quality of the packaging matches the price of the product. Don't make the mistake of packaging a \$2000 product in a \$5 box. Using high quality packaging will actually increase the perceived value of the item you are selling.

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