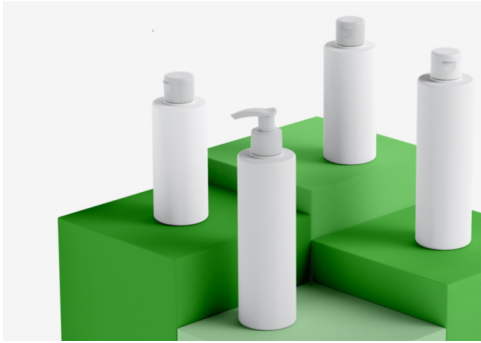


# The Art to Choosing the Right Packaging

Written by NewsServices.com

---



A [wholesale cosmetic packaging supplier](#) can guide a business to the right packaging solution. It is a matter of protection, aesthetics, and branding.

Those transporting an item of cosmetics or other luxurious items through platforms like [Unival Logistics](#) will want it protected so that they are not likely to break, damage, or contaminate it in transit. The sender and recipient, as wholesaler and retailer, will want the same. Then the final consumer will often buy a product based on its look, particularly if a gift of perfume. Branding of the cosmetic item will assist the marketer in promoting the best features or ingredients of the product because they are what is primarily displayed on the box. A catchy name or well-known name for the perfume, because it is a previously known brand, will help sell it best. This name needs to be displayed on the packaging.

## The Materials that Protect

To successfully protect a product we need to, first, think about the materials of the packaging that we are choosing.

We can have a choice of paper, rigid or flexible plastic packaging, paperboard, corrugated cardboard, glass, or aluminium, depending on the product.

# The Art to Choosing the Right Packaging

Written by NewsServices.com

---

Plastic packaging is strong and waterproof. We can have rigid or flexible versions of this type of packaging to suit our product.

For external packaging that sends multiples of our cosmetic product, we can strengthen the paperboard option of packaging by opting for corrugated cardboard instead. The zigzag, a concertina construction, will add strength to the material on both sides. This then offers all-around protection for the, perhaps glass bottles, housed within the corrugated card. It is the packaging of choice for shipping boxes because they are considered durable and extraordinarily strong. Also, they can be easily recycled, which is eco-friendly.

In terms of aluminium, we can have cans or foil. This material, though, is generally used with food items to keep them fresh. Aluminium provides a barrier that will reliably mean that moisture cannot build up or any subtle flavours are allowed to escape. It prevents UV light, which is in most lighting forms, from causing what is termed photo-oxidation. This would lead to a rancid taste in terms of those food items that contain oil or fat, such as dried food products.

Glass as an impermeable material prevents harmful chemicals from entering it. This makes it the perfect material for perfumes. You can be sure that glass is 100% glass and that nothing else could have been added that would prove harmful to the contents within. Glass will keep the aroma, flavours, and strengths of a contained product. Unlike plastic, glass is eco-friendly. The downside of glass is that it is breakable and heavy and so the transport costs are more.

## Aesthetics

[The look of the packaging will help identify and sell the item within](#) . An appealing picture that shows the items will be the first thing someone might see unless the item is displayed out of its box. Whether this happens depends on the situation, of course. If a retailer is choosing products from wholesale environments, such as from inside a warehouse, they will benefit from the information displayed on the packaging.

## Branding

A brand will need to show on the outside of a box to distinguish the product as a brand rather than unbranded. This is important because branded products have greater value than those that are not so widely identifiable and trusted. Marketers will have a head start when they have a branded product that is instantly identifiable by consumers they will target.

It is important to be able to choose the right packaging for any product and this has been made all the easier by online suppliers of wholesale packaging. We can briefly see all that is available and how it will help our product to survive more than one journey. Products will make several journeys before ending up at the final consumer. This will be from the point of manufacture to the wholesaler and then retailers. After that, the customer will need to safely transport their purchase home from the store they purchase it from or have it delivered safely for them by the online company's courier.

There is an art to choosing the right packaging because several factors need to be considered so that there is the protection, the appealing look, and the branding possibilities that are required to ensure that a product is delivered in a safe condition and be what the customer wants.