



**GEFKEN**

***FIVE TIPS  
FOR THE BEST  
CUSTOM WORK  
PACKAGING SOLUTIONS***



# **FIVE TIPS FOR THE BEST CUSTOM WORK PACKAGING SOLUTIONS**

**Packaging your product is important for several reasons: it contributes to the brand experience and brand experience and it offers good protection against damage, which saves costs. But what makes packaging suitable for your product? What is important in custom packaging? And when do you choose strong packaging such as custom cases or flight cases? Read the five best tips for your product packaging below.**

## **I. Think about packaging at the design stage**

Are you working on a new product? If so, you may still be in the design phase, without a single prototype of your product having been produced.

Yet it is smart to involve the packaging manufacturer in your new product precisely at an early stage. By doing so, you avoid delays, the packaging manufacturer thinks along in the whole process and you strengthen the quality of your entire product experience. In addition, this keeps the budget for the packaging remains manageable and predictable.

Gefken is happy to think along with you about the best production method. We determine the packaging advice depending on the size of the order. Larger quantities require different production techniques and products and products than for smaller quantities. In this way Gefken always offers always offers a suitable solution for both large and small orders your products.

**“WELL-MATCHED PACKAGING NOT ONLY PROTECTS THE PRODUCT, BUT ALSO HELPS THE USER AND POSSIBLY ADDS AN EXTRA LOOK TO THE WHOLE THING.”**

## 2. Ensure aligned packaging

How will the packaging be used? What will the contents be? Who will be the user? These questions are important in determining the right packaging.

Properly matched packaging not only protects the product, but also helps the user and possibly adds to the overall look. Cases and flightcases are used under the most diverse conditions: in hygienic medical areas such as an operating room to “in the field” under harsh weather conditions or in the petrochemical industry where resistance to chemicals is important.

The use determines the choice of material, protection and any additional options such as insulation. Do you already have a technical drawing of your product? Then this will help in designing the packaging. This drawing allows the interior of your cases or flightcases to fit seamlessly with your products. Don't have a technical drawing? Then a packaging design based on your physical product is also possible.

## 3. Think from the inside out

Packaging should reinforce the product. It is wise to start with the product to be packaged. What does it look like? What dimensions does it have? What is its weight? In what positions can the product be fixed? What accessories go with this product? By discussing this with us, we advise you about the possibilities and together we design the packaging that suits your product.

In terms of size and design, anything is possible: from small cases for technical parts to supplying special wheeled crates for international transport. We also discuss the fragility of your product. Transporting museum art or parts for the high-tech industry requires other solutions to the packaging, such as special insulation or measures to exclude vibrations during transport. Gefken has extensive experience in packaging vulnerable products.

## 4. Match your cases or flightcases to your brand image

In addition to the functional use of packaging cases or flightcases, appearance also plays a role. When delivering exclusive products, the packaging contributes greatly to the brand experience. When packaging products that are used almost daily, such as magnifying glasses for medics, measuring equipment or industrial tools, more value is placed on a robust and solid design. In short: the look should match your product. Are you unsure about what look your packaging should have? Then a 3D design of the packaging can help.

Would you like a quote from Gefken? Then we can make a 3D design without any obligation, so you can see what the cases or flightcases will look like.

## 5. Go for sustainable packaging

Sustainability is much more than just using recyclable materials. At Gefken, we believe that sustainability should go hand in hand with quality. Because if your packaging lasts longer, your product benefits too. Packaging quality says a lot about your product. Especially when your product is stored and perhaps even transported after each use, durable packaging is very important for maintaining quality and durability.

Gefken produces almost all of its packaging in its own Dutch production facility which means that insight into production is self-evident, thinking about reusable materials is standard for us.

Would you like to see how we do this? Then feel free to contact us for a tour of our production location.



**“IN TERMS OF SIZE AND DESIGN EVERYTHING IS POSSIBLE: FROM SMALL CASES FOR TECHNICAL PARTS TO THE SUPPLYING SPECIAL MOBILE CASES FOR INTERNATIONAL TRANSPORT.”**



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