

Trends in packaging for 2015

Issued by [Pyrotec](#)

4 Feb 2015

Is your packaging 2015-ready?



The retail environment is evolving fast. The escalation of e-commerce is changing the way people shop and the state of our economy takes brand competition to a whole new level.

In today's cutthroat purchase environment, your product packaging has more impact on your bottom line than ever before. Are you ready to stand out in 2015? Here are three tips from on-pack solutions specialists Pyrotec PackMedia.

1. Does your packaging say enough?

At the point of purchase, your packaging may be the only tool you have to convince consumers to buy your product. With Pyrotec PackMedia's expanded content labels, it is so easy to create more space for inspiring and informative content. Use our on-pack promotional leaflet-label solutions to tell your brand story, educate people about your product and share other valuable information.

2. Are you being smart with your space?

If you're smart about maximising your packaging space, you can turn it into a powerful marketing platform. The ElastiTag® range from Pyrotec PackMedia offers endless promotional opportunities. Perhaps you want to create a stir in-store when you're launching a new product, offer an on-pack discount coupon to spike sales, or add value with tips and recipes. If you've been looking for that 'wow factor' - this is it!

3. Is your packaging e-tail friendly?

Now that online shopping is gaining traction locally, brands need to plan for a potential e-commerce boom. To engage shoppers in the online space, your packaging must be eye-catching, clear and legible. It also needs to be easily transportable and protective enough to withstand the high rate of product returns that is the nature of this purchase process.

For more advice on innovative packaging solutions, contact Pyrotec PackMedia today!

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Pyrotec



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