

Why Insist On Great Packaging?

A key priority to effectively selling any product in a physical store is the packaging. An amazing 85% of shoppers feel that packaging **heavily** influences their buying decisions. (1) We all know the adage that “you never get a second chance to make a first impression.” The packaging gives customers an impression of the product (quality, value, how it applies to their need) as well as an impression of your store.

Packaging is your silent salesperson, so it needs to also make a sale.

How does packaging accomplish all this? And what should you be looking for in great packaging?



Gets their attention:

One source states that a package has **7 seconds** to grab a customer’s attention, (2) shorter time than a bull rider has to stay on the bull. That 7 seconds should earn another full minute of the customer’s time reviewing the details. So, you should look for packaging that truly stands out. Key elements to look for are:

- **Colors that get noticed:** There is no absolute best color combination, but there are certainly combinations that are not appealing and/or are easily overlooked. But the right combination of colors stands out and captures the customer. Combination like red (bold) and yellow (the first color that people notice) is an excellent choice. (3)
- **In use images:** Packaging should show the product where the customer will use it. That helps the customer feel comfortable that the product will work for them. Customers do not have to guess where it goes and how it will affect their RVing experience. (4) But if the In-Use image shows it installed upside down... well that will get their attention in an extremely negative way.
- **Keep it simple:** Despite all the information that has to be communicated by the package, it is critical to keep it simple so that customers don’t go blurry eyed with the details. (5)

Informative Labeling

Once the customer keys in on a product they need to ascertain if it really works for their application. This comes down to three major opportunities:

- **Details:** Clear and concise information like capacity, size, unique advantages, warranty, etc. (6) is critical. For example, when considering a tongue jack for their RV, customers will want to know the lift capacity, the range of lifting, the size coupler it fits and its speed.
- **Communicate unique features:** If there are patented and/or unique features, they should be called out clearly. Without that the customer will not know the advantages and will view this as just another product. But calling them out in specially colored boxes on the package will communicate these well.
- **Call to Action:** Packaging can provide too little information or too much. Most packaging fails when it comes to “asking for the order.” Putting a Call-To-Action on a box without it being obnoxious is almost impossible. But using features such as QR codes that take them to a video which provides additional information, can also include a call to purchase the product immediately.

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Warranty

I have always been curious why a company would not display the warranty on their packages. Customers get the impression there is no warranty or that the warranty is not something to be proud of. I'm surprised it is legal to not show the warranty (7), but it sure doesn't build confidence in the mind of the customer. I always look for the warranty because it communicates vital information.

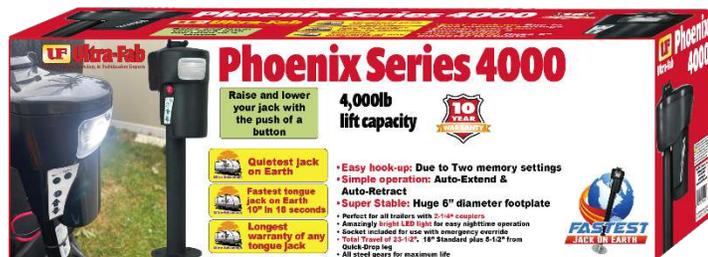
- **Confidence:** According to one source the warranty statement on the package "indicates that a manufacturer has confidence in their product's quality and provides proof of commitment to customer service." (8) Without it, what confidence should the customer have?
- **Risk:** Similarly, a great warranty mitigates the risk the customer will take. It is a statement that the manufacturer is taking all the risk for that period. The buyer has minor risk during the warranty period. Their only risk would be if the manufacturer does not honor the warranty.
- **Reputation:** A great warranty, clearly displayed on the package, also improves your reputation. It shows that you care enough to stock quality products that are clearly backed by the manufacturer.

Conclusion

Clearly impressive packaging is critical to the success of your store. Being sure the packaging is visually appealing, provides clear information that guides the customer to a buying decision and clearly displays the warranty, will make your customer's decision a cinch. Another way to help them with the decision is by using shelf talkers and other signage (click here to read our article about shelf talkers) to convey and / or reinforce critical information.

Ultra-Fab

Ultra-Fab's packaging is visually appealing (using red & yellow colors to stand out and featuring in-use images), contains needed information (featuring sizes, unique features and a QR code to take the customer to a video with call-to-action) and clearly shows our warranties which are always the longest in the industry.



Multiple customers have told me that Ultra-Fab packaging does the job extremely well. Our insect screens, for examples, typically produce a 50% increase in sales due to the dynamic packaging.

For more information on how Ultra-Fab can help grow your sales and especially your profits, feel free to check out our dealer website (ultra-fab.com/dealers) or contact Raymond Padgett (404.754.8928 or raymond@ultra-fab.com).

Our packaging is an important way that Ultra-Fab shows we are determined to help you make more money.