




CoLab Market is a curated outdoor arts and crafts fair open to artists, craftspeople, designers and makers at all levels of their career from student to advanced professional.

CoLab Market is offered in partnership with Roots Community Services.

CONTACT US

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#CoLabMarket 

How to Design Packaging

COLAB MARKET
1810 DUNDAS STREET EAST
MISSISSAUGA, ONTARIO
SATURDAY, MAY 7, 2022
11 AM TO 5 PM

LABELLING & PACKAGING

KNOW THE BASICS

Good packaging is about perceived value, making your brand memorable, and meeting any regulatory requirements your product might have.

When you create packaging, think about the customer's expectation of your product.

USE YOUR BRAND ASSETS

Your packing should make your product stand out! Great labels sell more products.

Use your brand assets such as your colours, fonts and logo.

Your product packaging should be bright enough to attract customers. It should make your product easily recognizable. It should also be easy on the eyes.

KEEP PRODUCTS SAFE

Keeping the product good to use is a function of any packaging. No one will buy a product in the most beautiful package if it cannot keep its content safe and usable.

Your packaging should not limit the shelf life of your product.

Keep an eye on your costs. Clever packaging draws the eye and increases your sales. But be sure the cost of that pretty box doesn't push your product into a price range customers won't accept.

Make packaging so your product is easy to carry and easy to use.

Be creative but beware of overdoing it.

The label should be legible so customers know the product's name and its brand with just one look.

Keep refining the balance between your overhead and that seductive look for your product.



HOW TO PLAN FOR EXPANSION

Use your labels to tell customers something about you and your business. It makes a connection.

Give relevant information about your product on the label. Include your social media handles so customers know where to find you.

Good packaging is always made with the future in mind. You never know when you will need to extend your product range. It is easier to launch a new product in similar packaging when you already have a customer base.

