

THINKING



Inside the Box

THE COMMONWEALTH PACKAGING

INSIDER

ISSUE #003



RETAIL

EXPLORING THE PACKAGING INDUSTRY FROM THE INSIDE OUT—THE TWISTS, THE TURNS, THE TRENDS

The Suite Life in Packaging

Budget
MYTHS
{DISPELLED}



LEVEL UP—

Basic to Brilliant

EARTH FIRST

THE TRENDS

The latest trends in earth-friendly packaging programs are right here! We'll also show you effortless eco-swaps as you navigate the switch to sustainable packaging.



GET TO KNOW

THE BRAND

We spoke to fashion retailer and designer Tanya Taylor and her team. Get the "Insider" scoop on her colorful inspirations, retailing challenges and fashionable victories.



STEP INSIDE

THE PROCESS

Thinking about working with us? Wondering how it all happens and our capabilities? Peep this article to see why "trusting the process" is a win win!

HELLO

Commonwealth Packaging Here—

With over 65 years of industry expertise, CPC is the premier full service provider of retail and hospitality packaging nationwide. From design to distribution, tissue to tote bags, our job is simple: to streamline the packaging process for our customers, and produce quality, memorable packaging that beautifully reflects your brand.

Branded PACKAGING IS...

Story Telling

Packaging serves as a reflection of your brand's ethos and the desired post-shopping impression. Effective storytelling, whether nuanced or bold, utilizes colors, textures, and deliberate compositions to convey the brand's identity in subtle (and sometimes not so subtle) ways.



Customer Experience

Just as the ambiance of a store can evoke emotions, so should its packaging, especially beyond checkout. Whether it's an innovative gift box or a stylish reusable tote, branded packaging should seamlessly extend the overall brand experience.

Walking Marketing

A bag on the street isn't just a carryall—it's a walking billboard. From eye-catching logos to vibrant hues, packaging should embody your brand's essence, leveraging bold colors and memorable branding for a powerful marketing impact.

Brand Reflection

Packaging is a brand's visual ambassador, embodying its essence and identity. A strategic selection of colors, materials, and structures, can effectively communicate its unique personality through every packaging element.



Looking to LEVEL UP



READY TO LEVEL UP YOUR PACKAGING GAME?

These easy enhancements are cost effective ways to ELEVATE your Brand!



From FLAT to FANTASTIC Embossing a logo (for a few extra cents) instantly adds a luxe aesthetic for an impactful branding moment.



From BASIC to BRILLIANT Adding a bright colored handle gives this shopper a joyful upgrade!



Print + Pattern



Florals, geometrics, jungle motifs, step and repeat designs, we could go on and on—incorporating patterns into your packaging is a playful and eye-catching way to have fun with your program while leaving a lasting impression.



THE \$\$\$ MYTH

DOMESTIC || VERSUS || OVERSEAS

For short runs, simple print packaging, domestic production is a great solution! If you need fully customized packaging, overseas is likely the choice. Either way it's always good to price out both options!

FULL COLOR || VERSUS || SPOT COLOR

You may be surprised—sometimes going for the gusto with full color can result in only a very small price bump and may be well worth the investment for an impactful result.



WANNA MAKE IT *Magnificent?*



All Over Embossing

All over embossing instantly communicates luxury—with a technique that creates a raised texture on paper giving it the feel of a textile.



Spot UV

Like a spot light for packaging—this design option adds a gloss or sheen to specified design details. The result is pure cool factor.

Custom Handles

Give them a handle that begs to be carried! Use a unique material, choose a custom color or dye the handle to perfectly match your brand.



Four Color Process

Imagery has no limits when you roll with 4-color process printing. This packaging is attention-grabbing and always memorable.

Trends

EARTH FRIENDLY

EARTH FRIENDLY

REUSABLE COTTON TOTES



Cotton totes are everywhere you look! Absolutely the new must-have IT accessory. Great for the planet and brand marketing.

REUSABLE POUCHES



Reusable pouches are chic and versatile. Your consumer will use them for your products and so much more.

REUSABLE PACKAGING



Double the Love—reusing raw materials like recycled plastics and reusing your packaging is an environmental Win-Win!



The Suite Life

Establishing cohesiveness within a brand's packaging is essential for reinforcing brand identity and fostering recognition. Consistent but DYNAMIC design elements across all elements creates a unified brand image, enhancing consumer trust and simplifying the shopping experience.



Featuring your brand's logo, design motif and color palette across multiple products is a visual victory with consumers!



Color matching across varying substrates can be challenging—Working with a team of experts takes the guess work out of bringing your packaging vision to life.

THE COMMONWEALTH PACKAGING

PROCESS



Design Collaboration

We'll work with you to design your packaging from scratch or execute based on your already established concepts.



Sourcing

We work with manufacturing partners across the globe to source the right materials at the right cost for your brand.



Sampling

We always show you a pre-production proof to approve colors, materials and construction before we begin production.

Production

We oversee the entire manufacturing process from start to finish, ensuring that your packaging products are produced with the utmost care and quality.



Freight

Whether your packaging is produced domestically or overseas, we will manage the freight from our production facilities to our warehouse, your stores or distribution centers.

Warehousing & Distribution



Need extra storage space? We have bi-coastal warehousing to help store your products for a period of time and distribute to you as needed.



Inventory Management

Need monthly usage reporting? We'll provide regular inventory updates so you know when you're running low on product.



EcoFriendly Swaps

»» {EASY TOO}

NEXT LEVEL MATERIALS

Already using a reusable tote but want to be even more eco-conscious with the materials used? Try using a bag made of recycled polyethylene terephthalate (RPET). This process takes recycled plastics and transforms them into a durable and reusable textile!



FULL SEND RECYCLABLE

Looking to make your shopping bag totally recyclable? Swap out your textile handle for a woven paper handle. These handles look like a fabric, but are actually paper particles formed to mimic the luxurious handles that we know and love!

TOTAL CURB APPEAL

Gift boxes are a beautiful complement to a shopping bag. While many consumers choose to reuse their gift boxes, some might decide to recycle their box. To ensure total curbside recyclability, choose a box structure without magnets or fabric handles – we promise your gifting experience will still be luxurious!



PROUDLY PUBLISHED BY
COMMONWEALTH
 PACKAGING COMPANY
 NEW YORK • HARRISBURG • SAN DIEGO