



Business 2 Business

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Packaging That Pops

Interactive Packaging Design for Better Customer Engagement

The packaging industry’s increasingly intense competition is forcing brands to seek new ways to stand out on crowded store shelves. With so many new innovations, it’s crucial to find a hook that attracts consumers, encouraging them to choose your brand. Interactive packaging is a growing trend that may solve your packaging challenges.

What is Interactive Packaging

Interactive packaging gets customers to engage not just with a product, but with the packaging itself, going beyond traditional designs to drive engagement through interaction with the bottle, box or other element. Users are invited to color, crush, fold or read—connecting with packaging in ways that they never have before.

More Examples of Interactive Packaging Include:

- Wine bottles with labels that may be colored in
- AR or QR codes printed on the package to access additional product information
- Reusable packaging that can become something else (a t-shirt box that folds into a hanger, a sandwich package that folds out to a plate)
- Beer packaging that flattens down to a game board (with bottlecap game pieces)

Benefits of Using Interactive Packaging

- Distinguishes your brand
- Creates a unique and memorable brand experience for consumers

- Builds strong connections between your brand and consumers

As consumer technologies advance, we will see even more innovative packaging solutions introduced to the market. Consumers will not only enjoy but also expect these fun additions to their shopping experience. Embrace these creative elements to ensure you stay ahead of your competition.



Building a Successful Signage Strategy

Retail and business signs are critical to the success of local businesses. To adequately share information with consumers and connect with potential customers, business owners need to attract consumer attention, giving them a reason to walk through the door. By promoting your business' brand and features with signs, you can quickly and easily communicate the message you most want to share.

Below are three ways that you can use retail and business signs to make a difference for your success.

Help Your Business Stand Out

Business and retail signs help get first-time shoppers in the door of a business. A good, eye-catching sign will also help with word-of-mouth as an identifier when someone is looking for your business. The quality of your interior and exterior signs may reflect the quality of your products or services to potential customers, so be sure to order

high-quality signs. Conversely, the absence of signs or the use of poorly worded signs may deter visitors and customers from entering your store.

Businesses with a single location need effective signage to stand out from competitors in the area, and a business with multiple locations needs consistent signage that reflects their brand to help customers recognize them regardless of location.

It's Cost-Effective, Year-Round Advertising

Your signs are an always-on, inexpensive sales team, promoting your business, day and night. The initial cost of a sign, amortized over its lifetime in front of/on/ in your business, will ultimately be one of the least expensive marketing tactics you ever undertake—and you only pay for it once.

Your signs will passively promote your business and services 24 hours a day, seven days a week, 365 days a year.

Great Signs Encourage Spending

Well-designed, high-quality point-of-sale signs, display signs, and other announcement signs help influence a customer's actions, encouraging them to spend. Be strategic with the placement of signs to guide customers to the items or services you want to sell—these are your in-store advertisements, drawing attention to specific sales or promotions.

Our experts have the experience to provide valuable guidance for designing and purchasing signs. Give us a call to learn more.



Finding the Right Outdoor Sign for Your Business

Attract Customers & Grow Your Business



Make a strong first impression with impactful signage. Your exterior signage is your “silent brand ambassador,” working around the clock to promote your business, attract new customers and communicate key information.

What It Is

Exterior signage refers to any of the signs or visual displays outside of your physical location that are intended to boost brand awareness and help your business stand out. Eye-catching signs with your name, type and hours attract customers and leave a lasting impression.

Why Invest in Exterior Signage?

Outdoor signage and displays create a strong brand presence, piquing customers’ interest. They communicate the essential information customers need to know. And when compared to other marketing and advertising efforts, your long-lasting signage offers excellent ROI.

Types of Exterior Signs

There are a number of materials used to create outdoor signs. You will want to consider the weather in your location, visibility where you will have it installed and your budget. Here are a few options to consider:

- **Aluminum** – durable, lightweight, versatile, strong
- **Stainless steel** – sleek, durable, easy to clean, corrosion-resistant
- **Acrylic** – shatter resistant, lightweight, good for illuminated signs
- **Vinyl banners** – affordable, all-weather
- **Wood** – sturdy, rigid, classic, weather-resistant

Choosing Your Sign

Your sign should reflect your brand through its use of colors, fonts and logos. Choose a material that suits your needs and location, and mount or display it where it will be clearly visible. Signs should stand out and meet local regulations.

Did you know?

Packaging plays a vital role in marketing for companies of all sizes and specialties.

Whether you’re into food, medical supplies, consumer goods, cosmetics or something else, we are your go-to resource for creative, high-quality design and production. Need a large run, small quantities or a fast, affordable prototype? Let us know. We make quality packaging accessible to every business using the latest print-on-demand technology. Produce what you need, when you need it, to avoid over-stocking and storage issues. We’ll deliver your project as promised, with the friendly, personal service you expect.

Online ordering portals are available for frequent or recurring orders. Call our packaging pros today to learn more.



GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango**
THE RHYTHM OF INTEGRATED MARKETING

INSIDE

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Website Checklist:

A Quick Start Guide to Online Success

More than 66% of the world now uses the internet (5.35 billion users). So, how are you reaching them? If the answer is through your website, take a look at this checklist and make sure your website is ready to go head-to-head with your competitors.

- Know your purpose and target audience
- Research keywords and tailor your content for SEO
- Examine your domain and select a reputable hosting provider
- Ensure adequate scalability and storage
- Design a user-friendly, appealing site
- Prioritize clear navigation for optimal viewing
- Keep content engaging, relevant and fresh
- Use video, images and copy to appeal to all audiences
- Include CTAs to capture visitor interest and data
- Link to your privacy policy
- Ensure your site is ADA compliant
- Check that all links work
- Check load speed

Bottom-Up Branding



Transform Surfaces to Boost Branding and Leave a Lasting Impression That's Uniquely Memorable.



PIP can elevate your business space with customized floor graphics.

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