



CUSTOM PRINTED PACKING TAPE BUILDS YOUR BRAND AND SELLS YOUR PRODUCTS

Packing tapes can be plain, printed with stock messages or can be custom printed packing tapes. The last option can convert your packages into brand ambassadors. The custom printing typically involves printing the company logo, name and contact details on the packing tape.

You can of course use the printing option to print customized handling instructions and such routine purposes. However, the real value lies in using them to promote your brand and products.

Enhancing the Effectiveness of Custom Printed Packing Tapes

To be effective, the promotional messages need some special attention. They must be designed tastefully and for high visibility. The printing and background color must be selected carefully. The elements of the message should be laid out for immediate comprehension and strong impact.

Your message will then attract attention and be understood clearly by several people during its transit. If you ship thousands of packages and these go to many different destinations, there is every possibility that it will be seen by persons who are looking for just the product or service you are offering.

The contact details, if immediately visible, can then help these persons to contact you. You then get the opportunity to convert this person into a new customer.

Even if no such sales take place, your brand will gain recognition. The strong-impact branding message will imprint itself on the minds of many persons, living at distant places.

Custom Printed Packing Tape

Packing tapes are made with different kinds of materials, such as paper, polypropylene, vinyl, PVC, and so on. They might be adhesive tapes or strapping tapes. Adhesive tapes use different kinds of glues, such as acrylic and rubber-based, depending on requirements such as speed and strength of adhesion.

Understand your specific packing needs. Are the packages lightweight, medium weight, or heavyweight? Do you use single-wall or multi-wall or corrugated cartons? Are the packages likely to be under or over packed at times? All these factors affect the kind of packing tape that you should use.

Select the right kind of packaging tape that will handle your packing requirements well. Then attend to the converting them into promotional media.

Narrow tapes might allow only a little information to be visible at a time. Just your logo and name, and probably a contact phone number, might be all that it can accommodate. Wider tapes provide more real estate to build your design.

It is important that the design should be tasteful, and highly visible. Do you have the needed design expertise? If not, it is better to call upon the specialized design experience of the packaging tape supplier. They would typically be able to design and deliver custom printed packaging tapes that effectively convey your promotional message.

Each kind of material, and other specifications of the packing tape, can affect the design to be used.

Don't waste the opportunity to promote your business. Custom printing of the packing tapes is not likely to cost all that much more than plain packing tapes.

Conclusion

Custom printed packing tapes can help you promote your business through brand building and product promotion. Develop (or have developed) an excellent design that conveys your brand, name, and message in a tasteful and highly visible manner.

A strong impact, immediately understood, and highly visible message will attract attention of people who come to see your packages on their way to their destinations. Your brand will come to be recognized more widely, and you might even get new customers.