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Beginner lessons for Packaging

Master the Art of Candle Packaging for Beginners!

DEFINITION

> Candle packaging involves designing and creating attractive, protective containers for candles. Good packaging enhances presentation and ensures safety during transport and storage.

KEY CONCEPTS

Material Selection

Choose materials that protect the candle and complement its design, like glass, metal, or cardboard.

Labeling

Create informative and appealing labels that include the candle's name, scent, and safety instructions.

Presentation Techniques

Use colors, textures, and shapes to make your packaging visually appealing and aligned with your brand.

Sustainability

Consider eco-friendly materials and practices to appeal to environmentally conscious consumers.

Size and Fit

Ensure the packaging fits the candle snugly to prevent movement and damage during shipping.

EXAMPLES

→ Using a clear glass jar with a simple label for a soy candle.

→ Creating a kraft paper box with a window for a decorative candle.

→ Using eco-friendly materials like recycled cardboard for packaging.

MEMORY TIPS

★ Remember 'M.L.P.S.' for Material, Label, Presentation, Sustainability.

★ Think of packaging as the 'clothing' for your candle—dress it well!

★ Use the acronym 'FITS' to recall Size and Fit: Functional, Inviting, Tight, Safe.

COMMON MISTAKES

✗ Using materials that are not heat-resistant or safe for candles.

✗ Neglecting to include essential safety information on labels.

✗ Overcomplicating the design, making it hard to recognize the product.

QUICK RECAP

Candle packaging is crucial for safety and aesthetics. Focus on material selection, labeling, and presentation techniques to create appealing packages. Avoid common mistakes like using unsafe materials and neglecting important information.