

TECHNICAL GUIDE

PACKAGING

FREQUENTLY ASKED QUESTIONS
EMBELLISHING & FULFILMENT

Second Edition

FREQUENTLY ASKED QUESTIONS

1. How do I add embellishments cost effectively?

This depends on the type of embellishments you want to add. For instance thermoformed 3-D effects can be done automatically with the right technology, but effects that have to be done by hand, such as tying ribbons, will likely be expensive.

2. Is a bar code a packaging embellishment?

Bar codes, used for stock control, tracking, invoice management and payment processing, are generally printed onto the package along with the rest of the printed data. If the bar code is printed separately, say on a label or tag, it can be considered an embellishment but this is unusual.

3. If the package design changes, do I need to adjust the embellishments?

Very likely you will. It depends on the extent of the design change, the complexity of the embellishments and the budget. If the customer is happy to pay for changes in production you can make the adjustments you need. If there is a question of cost, revisit the embellishments and discuss the impact of changes with the customer.

4. What are my options for adding tactile effects?

Embossing and foiling are popular options. Braille is another and in many geographies is a legal requirement for many forms of packaging.

5. Are embellishments environmentally friendly?

Generally speaking the more complex the packaging materials the harder it is to recycle. Plastics, glass, metal, paper and board can be separated easily enough but it is less convenient to remove 3-D moulded additions, ribbons, chains, charms and the like.

6. What difference does embellishment make?

Packaging is about presentation as much as protection and preservation, so the appearance of a package influences how customers respond to it. For inexpensive goods such as carrots or bread, appearance is less important than function. But for luxury goods the package should be as tempting as possible, and embellishments help with this.

7. How much should we charge for embellishments?

This depends on how complicated they are and the return they are expected to deliver. Adding pre-printed generic labels, for instance expands the amount of packaging space for communications and brand messaging and this could justify high costs, depending on the product.

8. Can we consider labels as embellishments, if they are added to primary packaging?

Yes, if they are an extra, say a tag tied to a container with a ribbon or something similar.

9. What is injection moulding?

This packaging embellishment adds a 3-D product to a package. It requires a custom mould from which the embellishment is made, generally from heat set polymers. The embellishment can be made in any colour including Pantone colours and finished in various ways.

10. How do I incorporate embellishing into the workflow?

Embellishments are often offline finishing processes that are difficult to automate. Even if there are digital solutions, they require time, effort and costs all of which should be incorporated into planning, as they will affect delivery times.



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