



Attachment

1.5 Product Packaging

Introduction

Product packaging can either be purchased directly from the primary supplier, or from a specialized subcontractor. In this tutorial, you will learn what you must know about packaging design options, MOQ requirements, and labeling

Get a Free Packaging Quotation



The Packtory offers a wide range of product packaging and print materials. You can request a free quotation via their form here on www.the-packtory.com/chinaimportal

Packaging Design Options

Option A: ODM Packaging (Factory Standard)

Virtually all suppliers work with product packaging subcontractors and can offer a limited selection of standardized packaging (or ODM packaging).

ODM packaging can be branded with your logo. However, you cannot customize the following:

- Design
- Materials
- Dimensions

Yet, you can get your packaging branded with your logo. The benefit of buying an ODM packaging from your supplier is as follows:

- a. The MOQ is often as low as 300 to 500 pcs (while OEM packaging MOQ is often 3000 to 5000 pcs)
- b. You save time, as you don't need to go through a long sampling process.

Note: ODM packaging is normally ordered via the primary supplier.

Option B: OEM Packaging (Custom Design)

If you want to get the packaging manufactured according to your specifications, you should contact a specialized packaging supplier.

However, the packaging supplier requires that you provide them with a complete specification, which includes the following:

- Design file
- Artwork file
- Material specification

Note: OEM packaging is normally ordered directly from a specialized packaging supplier (see below). The OEM packaging is after production forwarded to the primary supplier.

Comparison

Factors	ODM Packaging	OEM Packaging
MOQ	300 - 500 pcs	3000 - 5000 pcs
Customization Options	Logo, color	Design, dimensions, materials, logo, colors
Tooling cost	\$50	\$200 - 600
Unit price difference	None	
Required files	Logo file, Pantone color/s	Design, artwork, logo file, Pantone color/s

Labeling Requirements

Your product packaging may need to comply with labeling requirements. Provide the supplier with 'ready-made' label files that comply with all applicable labeling requirements in your market.

File formats

Most suppliers use the following file formats for packaging:

- Logo: .ai, .eps, .jpg, .png
- Packaging design: .ai, .pdf
- Artwork: .ai, .psd
- Other Printed Materials

Most suppliers can also provide the following:

- Inserts / paper cards
- Printed instruction sheets/manuals
- Hangtags
- SKU stickers

Specifications

Your supplier will manufacture all your packaging materials according to specifications. Hence, always provide them with the following material:

- Design file / font file
- Pantone color code
- Print/sticker position
- Dimensions
- Print/sticker type

UPC / EAN Codes

Barcodes are used in retail business and general inventory management (i.e., fulfillment centers). Barcodes can be purchased directly from GS1. However, barcodes are not required by law, but some fulfillment centers and retailers may require them.

- United States: www.gs1us.org
- United Kingdom: www.gs1uk.org
- European Union: www.gs1.eu
- Canada: www.gs1ca.org
- Australia: www.gs1au.org
- New Zealand: www.gs1nz.org
- Singapore: www.gs1.org.sg
- Hong Kong: www.gs1hk.org

Note: The barcode standard depends on your target market.