

Choosing Packaging for Promotional Mugs

You've chosen your promotional mugs, delivered your camera ready art, approved the final proof and are ready to place your order. There's just two more things to consider before you make your order final: how will your mugs make the transit safely, and how will you present them to your customers. There are a number of options for each of those decisions. Protecting your mugs in transit: Will you be mailing your mugs to customers? If so, it's important that you consider their packaging when they leave your place of business. The last thing you want is for your promotional gift to be delivered in pieces. It doesn't speak well of your company at all. No matter what you choose for presentation boxes, your mugs will need extra protection during shipping. Your promotional mugs supplier will have a number of packing solutions available for you to choose, and will be happy to help you make the choice. Here are a few of the options that you may have. If you will be shipping mugs individually, your least expensive and safest option is polystyrene mailing forms. The shaped forms are designed to hold each mug safely and cushion it from the rough ride it may get during transit or post. Of course, you can't simply slap a mailing label on it and post, and the white poly isn't the most attractive way to present your mug. In addition, if you're concerned about excess packaging and the environment, poly may not be your best choice. In that case, you may prefer a single mug corrugated card box. They're designed to protect your promotional mugs with a double wall surround and lots of cushioning. If you will be shipping mugs in bulk, there are various sizes of corrugated card boxes available to hold two, four and six mugs. The larger boxes contain inner walls to keep each mug snug and safe in transit. These are ideal if you're shipping mugs to distributors or sales agents, and will cost as little as £0.12 per mug for a six pack. In any case, speak with your supplier about the possibilities for printing the post boxes for your promotional mugs with your company name or logo. Chances are that it can be done at a small additional cost. Presentation Options for Promotional Mugs You could, of course, let your promotional mugs speak for themselves. If you're selling mugs in a souvenir or school shop, you may not want to package your mugs at all. On the other hand, the right presentation can add a great deal of perceived value to a gift or any other promotional item. There are several options for packaging promotional mugs for presentation or sale. Acetate Presentation Boxes Clear acetate presentation boxes are the ideal choice for point of sale display and presentation. The transparent boxes showcase your mugs and make a very nice display at any trade show or exhibition. Since the made up boxes and mugs don't travel well, you'll do best to have the mugs shipped normally with the boxes shipped flat to be assembled and filled at your end. The clear boxes are also ideal to present your materials in the form of printed inserts. Your promotional supplier can help design eye-catching inserts for the acetate presentation boxes that present a diverse marketing opportunity or give you another avenue for branding your company and your promotional mugs. Luxurious Card Presentation Boxes You can also choose heavyweight card presentation boxes in a variety of colors. Stylish boxes make the most of your presentation and delivery, elevating the gift of promotional mugs to another level. While the heavyweight card is not designed to withstand the postal service, they are ideal for being placed inside other packaging for mailing.

About the Author

Victoria Brown is the founder of [clickpromogifts](#) a dynamic and modern [promotional mugs](#) and other [promotional items](#) company which has begun to dominate the UK promotional products market by offering a massive range of products at value prices. For more information on [promotional mugs](#) visit www.clickpromogifts.co.uk.

Source: <http://www.articlesoft.com>