

[Special packaging](#) has become an advertising platform that has seen a sharp rise in popularity in recent times. The high street consumer has come to expect not only high quality merchandise but also original or bespoke packaging also. With competition steadily rising it has become more of a marketing factor to produce eye-catching and attention grabbing designs to entice customers towards your own products. Special packaging is an immediate visual way of achieving this and can have a profound effect on sales figures. The more appealing a product is to look at the more likely that it will be purchased particularly if it is to be given as a gift.