USES OF PAPER

BAGS

If you sell directly to your customer, a paper bag can add a nice finishing touch to your presentation. With a little bit of creativity you can elevate even the humble brown paper bag to a chic packaging option for your product. Here we explore the different ways of differentiating your brand using paper bags.

PRE-PRINTED BAGS WITH STICKERS OR LABELS

You can transform a solid-colored paper bag into a really attractive product package by simply adding a wraparound sticker with your brand and product information. Or another option is to pre-print the information directly onto the bag. That way, you can print large quantities and not have to think too much about any further packaging requirements. Other ways of embellishing include hand-stamping and stenciling.

TIP

A lot of people reuse bags, so whenever possible, select good-quality, durable materials.

This page: Kraft bags and fabric tapes by Kat Miller, Cardinal House.
Opposite top: Glassine bags with paper sticker fastening by Danie Pout, BLANK.
Opposite bottom: Bag with detachable hangers by DEDE DextrousDesign.

SEE-THROUGH BAGS

If it is important for your customer to see the product prior to purchase, consider using a paper bag with a transparent glassine window. This is also a good way for customers to differentiate between flavors, types, or styles. Plus, it can be economical: if customers can see the product, you may not need to do separate print runs for each different variety. They're also ideal for showing off brightly colored or uniquely shaped products.

REUSABLE BAGS

The front of your bag presents a great opportunity to showcase your brand. You can experiment with illustrations and graphics that relate to your product or brand. It's a good idea to keep the design consistent as, over time, customers will begin to associate certain visual cues, such as color or graphics, with your brand identity.

BEYOND THE RECTANGULAR BAG

How about thinking outside of the box (or bag in this case) and experimenting with different shapes and structures? This bag, for example, is a fun twist on the regular bag template and also has a detachable coat hanger feature.