

build your

IDEAL PACKAGING

with



Create your
high quality
custom-printed
boxes.

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ideal packaging
with Excard

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*“Are you
ready to start packaging,
but do not know where to start?”*

Do not worry, We are here to help!

Excard has over **18 years of experience in Packaging Printing** and we can help take your business to the next level!

What is the secret of success in the packaging industry?

- **Professional skills and knowledge** to make a high quality product stand out from the crowd.
- Products that bring in **repeat business with just a one-time effort.**
- Packaging buyers from brands and retailers are constantly looking for ways to improve the market share of their consumer products, and are looking for partners who can provide **more efficient and effective means of packaging production.**

5 Packaging Boxes Sales Tips!

1. Focus on your existing customers

Research and understand your existing customers:

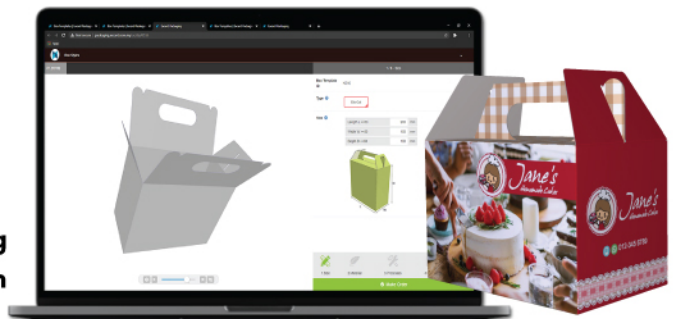
- What do they sell?
- Why do they need boxes?
- Who are their consumer groups?
- Where do they sell their products?
- How do they present their brand?

With this information, you can design a more targeted sales package for your customers and effectively meet their needs.

2. Use a common language

Customers and manufacturers have their own way of understanding and interpreting packaging, e.g. **box structure designations**, **colour codes**, etc. You play an important role in linking this supply chain to meet customer demand for packaging boxes. When you know how to use packaging to highlight the selling points of your customers' products, customers will have more confidence and feel that they are working with a professional packaging supplier.

**3D Online Packaging
Ordering System**



3. Take advantage of seasonality

Seasonal demand for packaging boxes has unlimited potential, but planning needs to be done well in advance. For example, it is best to start preparations in the first quarter or second quarter for the Christmas season, as the entire planning process from thinking of design concepts to product launching takes a lot of time. Moreover, these seasonal strategies can be repeated for different customers and bring you a steady stream of business opportunities.

4. Value-added services

Customers expect better service at a lower price. Therefore, you need to offer a range of value-added services to stand out. For example, offer printing of **packaging boxes in small quantities, no hidden prices, no extra charges, free shipping**, etc., to make it easier and more direct for your customers to get their money's worth.



5. Mock Up

Offer **mockups whenever possible for proof of concept or market testing**. Mockups can simply be blank samples or samples printed in small quantities. Simple, inexpensive mockups can be a valuable support before a production order is placed in a larger print run.

What Should You Do When Approaching Customers? Ask Them!

The most important questions

1. Is this a new product or has it been made before?

If you know this, you are immediately on the right track: whether you are adapting an existing product or creating something completely new.



Spot UV



Hot Stamping



Emboss

2. What quantities, materials and finishes are needed for your project?

This information will help you determine the best printing method and artistic finishing: Digital printing or Offset printing; Spot UV, Hot Stamping or Emboss.

3. If the packaging has been made before, were you happy with the price, quality and delivery? If not, what exactly were the problems?

Save yourself and your customer a lot of time and avoid the same mistakes your competitor may have made.

4. What is the current **budget for this project? Are you open to new material / design options?**

Ask about the client's budget, desired material and artistic finishing. And whether he is open to new material options and design ideas that might better suit the product.

5. **Time frame: When does the project need to be produced / delivered?**

This is perhaps one of the most important questions of all. On-time or early delivery builds confidence and ensures repeat orders. Late deliveries almost never lead to follow-up orders.



Optional questions depending on situation

1. Is this a test run, a repeat project or a one-off order? What is the annual consumption or expected quantity?

This information will help you choose the right manufacturing approach.



2. What will the construction hold and approximately how much does it weigh?

This is very important to determine the strength, construction and material needed. And always ask for an actual sample of the product to ensure perfect fit and functionality.

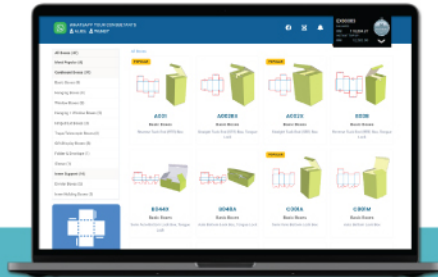
3. Discuss the tolerances for each operation your project requires.

Avoid disappointment or expectations that exceed your production capabilities. Inform your client in advance of any problems that may arise during registration, and any shortcomings that may occur during production. Let him know what to expect so that he is not surprised.

Now you are all set!

Below is a simple guide if you have no idea how to kick start your packaging business.

This is your first step! :D



Visit the Excard website to learn more about our packaging model. 50 box structures are waiting for you to discover!



Now that you know our model, you can start **promoting your packaging products on social media**

- Facebook, Instagram, WhatsApp Story, etc



And now, you have your first customer enquiry
- remember to **collect the necessary information** from them:
Box size (dieline), Paper Material, type of Lamination,
Box Usage, Design Concept, Target Price etc.

Quote - Design fees + Printing Cost + Value Added Service.
You can tailor your personal service to the customer's needs!
Customers love personalised service and this will be your
unique selling point!



Follow up is the name of the game in business - Make
sure you check in with your customers regularly after they
have received the quote. This will give you a greater chance of
closing sales and building a relationship with your customers.



Yay! Your first packaging order is now confirmed
- remember to export the design as a PDF file and upload
it to the Excard website once it is complete.



Place your very first packaging order with Excard!
Not sure how to order? Contact your consultant,
they will be happy to guide you step by step!



Excard offers door-to-door delivery service. We can also
deliver directly to your customer without the Excard logo!

*Bring your ideas to life &
Make your brand stand out.*

1

2

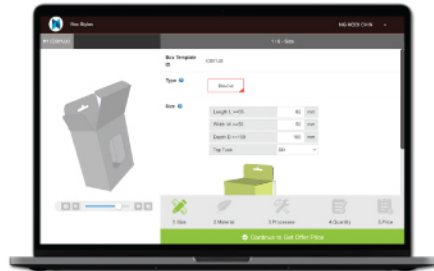
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Create your custom
packaging boxes with



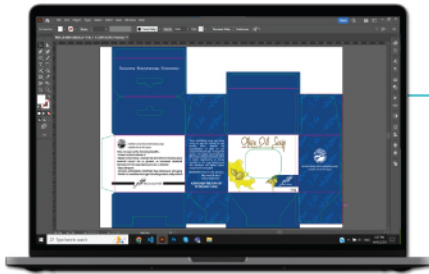
www.excard.com.my

with *just a few taps!*



Choose your box model

We offer many different box models and sizes. Choose the model that suits your product and download the dieline. You can also choose to make a purchase for the mock up samples you want (minimum 3pcs) so customers have something physical to hold in their hand to serve as a reference.



Design your packaging box

Let your creativity run wild and design your boxes. Once you've completed your box design, just upload your artwork into our system. You'll get to see a 3D model featuring your final print artwork, so you know what you can expect.



Ta-da! All ready to go

Our DTP team will check your artwork and make sure everything is as you intended before it goes to print. Now you can sit on the sofa and wait for it to be delivered to your door!

The Dos & Don'ts

of the art of packaging design

Packaging design must be eye-catching, reflect the brand's communication strategy and reflect the corporate colours. As a packaging designer, you face the challenge of mastering the balancing act of creating a simple yet attention-grabbing design. So what can you do to stand out from the crowd?

DOs

Target the right audience.

Targeting the right audience and combining it with a suitable design is crucial in this context.

Include the corporate design and brand essence.

Without a sophisticated brand concept, the packaging can ultimately be decisive for the purchase decision.

Tell stories and evoke emotions.

The packaging is the first thing the customer sees. Therefore, it should tell a clear story about the product and/or the brand.

Display the legally required information.

In particular, packaging for food, cosmetics and medicines is subject to special labelling regulations.

DON'Ts

Wanting too much. Overloaded designs annoy customers who have to read forever to learn about ingredients, application steps and more.

Mislead customers. Our experiences allow us to associate a certain packaging with a certain content. If you sell socks in cans to attract attention, it should be clear at first glance that there are socks in the can and not something to drink.

Follow every trend. Remember that some trends do not last and may not work for your brand/product. You need to create a design that fits your client's brand/products.

Not sure what you need?

Choose packaging by industry

Excara offers customised packaging solutions for different industries. Below, we have compiled a list of packaging solutions tailored to different industries.



Cosmetics

Express the beauty of your brand with custom printed cosmetic packaging boxes.

Recommended packaging types:

A001 - Reverse Tuck End (RTE) Box

A002X - Straight Tuck End (STE) Box

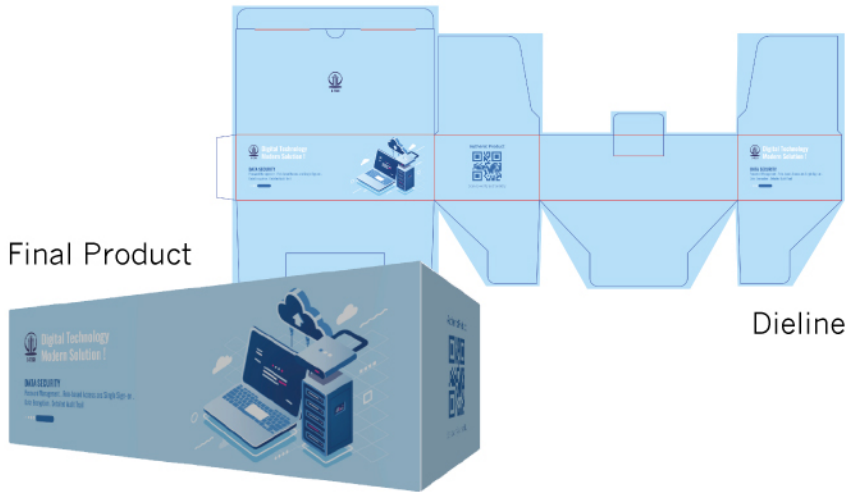
B038 - Reverse Tuck End (RTE) Box, Tongue Lock

C001A - Semi Auto Bottom Lock Box

C001M - Auto Bottom Lock Box

E028A - Roll End Tuck Front (RETF) Box

J023A - Sleeve



Final Product

Dieline

Electronics

Create functional and stylish electronics packaging that shows off your technology.

Recommended packaging types:

A001 - Reverse Tuck End (RTE) Box

B044X - Semi Auto Bottom Lock, Tongue Lock

C001IX - Semi Auto Bottom Lock, Sombrero Hole

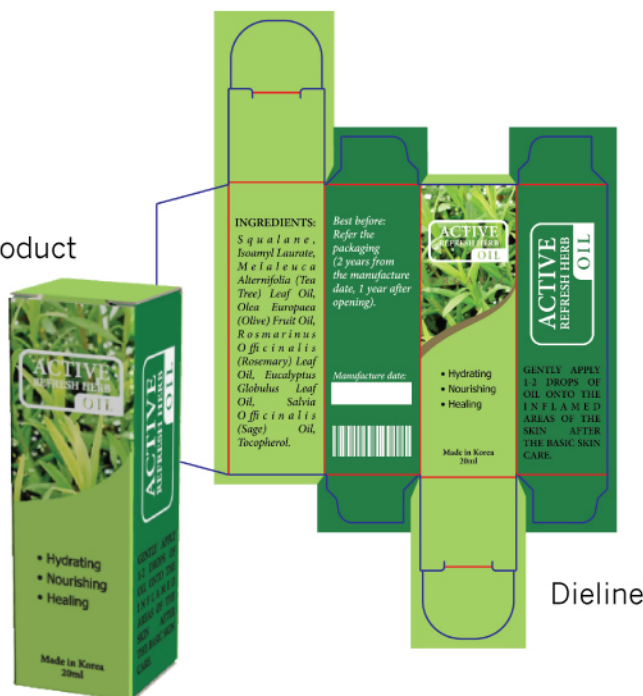
C001QX - Auto Bottom Lock, Sombrero Hole

C001JX - Semi Auto Bottom Lock, Window Patching

E049 - Roll End Tuck Front (RETF) Box

E028A - Roll End Tuck Front (RETF) Box

Final Product



Dieline

Pharmaceutical

Invest in well-secured packaging for pharmaceuticals to protect and preserve your products.

Recommended packaging types:

A001 - Reverse Tuck End (RTE) Box

A002X - Straight Tuck End (STE) Box

E049 - Roll End Tuck Front (RETF) Box

E028A - Roll End Tuck Front (RETF) Box

C001A - Semi Auto Bottom Lock

Final Product



Dieline

Automotive

Design custom boxes that will stand out for your business, whether it's automotive accessories, automotive tools, or automotive parts.

Recommended packaging types:

A001 - Reverse Tuck End (RTE) Box

A002X - Straight Tuck End (STE) Box

D040A - Friction Base and Lid Gift Box

E049 - Roll End Tuck Front (RETF) Box

K003 - Tongue Lock

K006 - Top with Dual Lock



Dieline

Final Product

Retail

Increase your retail sales with eye-catching custom printed retail packaging.

Recommended packaging types:

A001 - Reverse Tuck End (RTE) Box

A002X - Straight Tuck End (STE) Box

B037 - Straight Tuck End (STE), Tongue Lock

B052A - Open Top Box with Hole Punch

E049 - Roll End Tuck Front (RETF) Box

K016X - Gable with Handle

Final Product



Dieline

Candle

Add a personal touch to your candles with unique and elegant candle packaging boxes.

Recommended packaging types:

A001 - Reverse Tuck End (RTE) Box

A002X - Straight Tuck End (STE) Box

E049 - Roll End Tuck Front (RETF) Box

E028A - Roll End Tuck Front (RETF) Box



Dieline

Final Product

Coffee & Tea

Design functional, customised coffee bags that reflect the natural appeal of your product:

Recommended packaging types:

C001A - Semi Auto Bottom Lock Box

C001M - Auto Bottom Lock Box

E049 - Roll End Tuck Front (RETF) Box

E028A - Roll End Tuck Front (RETF) Box

Final Product



Dieline

Gift

Transform your packaging into a luxurious experience with personalised gift boxes.

Recommended packaging types:

D040A - Friction Base and Lid Gift Box

G012 - Gift Card Envelope

K016X - Gable with Handle

K024 - Semi Auto Bottom Lock Box

L044 - Triangular Cone Box

L082 - Triangle Box

D007A + D030 - Friction Box Printing with Base and Lid

Don't see what you want?

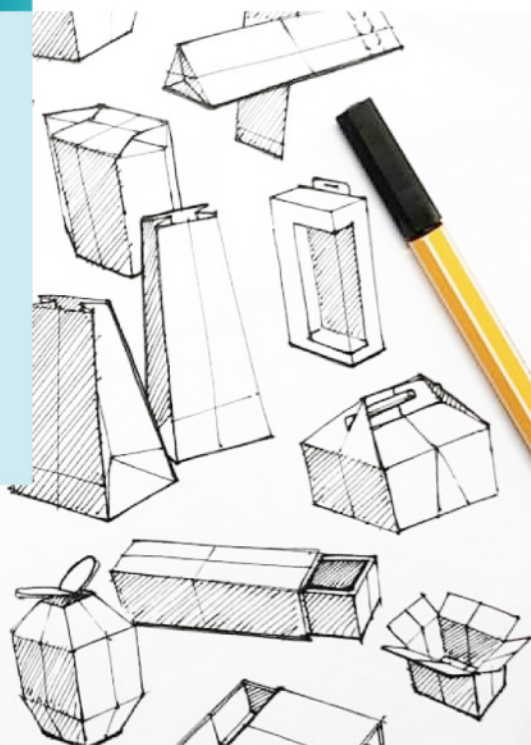


Looking for something
eye-catching for your brand
to stand out against the
competition?

We Can (Probably) Print It!

Contact us today to learn
more about our custom
cutting capabilities for your
next project.

Scan & Contact Us



Inspired To Serve!

Have a question, concern, or just want to say hi?

Scan & Contact Us



EXCARD CORPORATION SDN BHD

6459, Lorong Ayam Didik 2,
Taman Ria Jaya Industrial Park,
08000 Sungai Petani, Kedah.

Tel: 604-410 2105

Email: sales@excard.com.my