



Knowledge Centre – 2010



WHAT IS FOLDING CARTONS



FOLDING CARTONS

What they are?

How are they made?

What they mean to different people?

WHAT IS A FOLDING CARTON?

FOLDING CARTONS are mostly used as a packing material for consumer goods. It comes in many shapes and sizes as well as various colors and graphics.

The main function of FOLDING CARTONS is to give protection and facilitate transportation and marketing of thousands of consumer products.

The Paperboard Packaging Industry produces a wide range of packaging types even within the one grouping, such as Boxboard, Containerboard, Greyback duplex board, Folding Boxboard(FBB), White back duplex board, Kraft liner board and Paper-based packaging.

Containerboards are mainly used to pack larger and heavier items like fridge, TV, VCR, etc. They are much more useful to the shippers who have to make sure the products reach the final buyer without damages, dents and scratches, after passing through warehouse-keepers, wholesalers and retailers.

Boxboards being thin and lightweight containers are more useful for packaging cereals and detergent, shoes, toys and crackers, medicines, cosmetics, instant food mixes, ice creams, toothpastes etc.

Kraft bags and sacks are the paper bags used to carry groceries.

Because they are made as a single layer of paper, the FOLDING CARTONS are pliable and as a result can withstand the pressure, wear and tear during transit.

FOLDING CARTONS are made of different source materials. As a general rule, they are made from paper, plastic, glass, metal and wood. Sometimes, they are also made from a marriage of these materials.

Folding Cartons are different from Corrugated Cartons where the strength-giving corrugated middle layer is sandwiched between two outer liners of paper.


HOW ARE FOLDING CARTONS MADE?

First, all paper-based packaging starts in a paper or board mill where the paper or board is made into rolls and sheets.

Next, the mills' rolls and sheets are sold to another industry known as converter who turns the raw material into the packaging design; whether a corrugated container, folding carton or Kraft paper bag or sack.

Then, the packaging are printed and folded before being passed on to the brand owner or packager. They, in turn, fill the packages with their products and send for distribution and retailing.

Any waste materials or leftovers like corrugated clippings, boxboard trim, etc., generated during the converting process are gleaned on-site and sent to the recycling mills for making new packaging.



This way the Paperboard Industry operates its own closed loop in recycling, sourcing most of its secondary fiber from the industrial, commercial and institutional sectors of the economy.

WHEN FOLDING CARTONS ORIGINATED?

FOLDING CARTONS arrived 150 years ago, give or take a few years, to meet the needs of the business which started growing beyond local markets.

It is stated that Branding Folding Cartons was done first in 1896 by the National Biscuit Company when it launched its line of UNEDA soda crackers.

FOLDING CARTONS – DIFFERENT PERSPECTIVES

You may be a manufacturer, packing expert, distributor, retailer or consumer - wife, husband, child or student.

Different Perspectives

CONSUMERS

As a consumer you need to know that everything you use comes to you in FOLDING CARTONS, which are put into use for packing anything and everything from your fast foodstuff, beverage items, toilet soap, to your wife's cosmetics, drugs, medicines, perfume to your kid's electronic gadgets, toys etc.

RETAILERS

As a retailer you need to know that FOLDING CARTONS attract and inform in addition to persuading a consumer to buy displayed products. More importantly, FOLDING CARTONS protect and preserve breakables and perishables in addition to defending them against tampering and theft.

DISTRIBUTORS


As a distributor, you need to know that FOLDING CARTONS represent one of the largest businesses in the world. According to the Paperboard Packaging Council (PPC) 2006 estimate, Folding Carton Sales for the industry is \$9.6 billion and approximately 300 companies with 475 plants are into this business.

MAKERS

For a manufacturer, the concern for FOLDING CARTONS starts from the time of development till the point of sale.

The most important understanding must be that consumers read what is written on the packages about the products, apart from getting attracted by the look of the outer cover.

You're appealing and persuading FOLDING CARTONS can make your brands and break records of your past sales.



DESIGNERS & DEVELOPERS

As a graphic designer, you need to know that you must develop the most appealing and effective FOLDING CARTONS so as to gain the competitive edge over other competing products. An innovative use of colors and graphics can win the heart and as you know the mind usually follows the heart.

If you are into printing, you need to know that multi-color printing and images on FOLDING CARTONS can do wonders in promoting the inside products. You need to realize that you can dispense with labels or additional information displays—all information about the products can be printed on FOLDING CARTONS. For example, the dosage and timing of Drugs and Medicines to be consumed by potential patients can be indicated on the FOLDING CARTONS instead of on a separate leaflet that is placed inside along with the products.

As a developer, you need to know that convenience to consumers is the first and foremost parameter while developing the FOLDING CARTONS. The consumers prefer FOLDING CARTONS that would fit easily into their fridges, save space in their cabinet shelves and would be easy for them to handle anywhere. In short, your FOLDING CARTONS should make the life easier and the world better for your consumers.

Packaging history


In early days there is less need for packaging, either for transportation or storage. Before the creation of pure packaging materials people use many of the natural things to make a basket for packaging to protect products from contamination, from environmental damage, from theft or from any other damage. They used woven grasses, animal organs or this type of things for that. But these days we are using paper products, glass products, metal products and Plastic products for packaging.

Packaging Material

The packaging material depends on what type of product you are going to send to your customer or to your love ones. It is very important that package you are sending should be safe in your packing material. Surely you would never want that your gift of glass or your good looking showpiece arrive to your receiver in bits and pieces. Small items can be packed in envelop but for bigger item you need large in size and more safe packing material. So that it would not get in to parts or get wrecked.

This is one side of your packing material on other hand your packing material should have attractive design. Attractive printing is very important because it gives first look to everyone. And as you know many persons are involve in shipping and handling of your pack.

Last and final stage in this regard is get something which can fulfill above mentioned qualities in your packaging material but remember it should be cost effective. Our online printing company provides you solution for all these matters. Our packaging material is very durable for both small and large products. As well as our printing and designing quality is extraordinary. Best thing at design2express you can see is cost effectiveness. Now it's time to go visit our web site www.design2express.co.uk and give your order for packaging material and save money. Through this packaging material you are not only saving money but you are also getting some more business by our world's best printing and designing quality.



Types of Packaging's

1) Glass and Bottles packaging

Colorfully packed glass and bottles is a great way to present your beverages in your own steel. Our full color printed glass and bottles can be present in different ways and shapes. More over including these packaging styles and shapes we are also offering customized printing that can meet to your requirements.

2) Color packaging for cakes

Our online printing company offers quality and durable colorful packaging for cakes in different styles and shapes. We are using corrugated and card stock for packing cakes. By using this type of packaging you can increase your business identity and business loyalty.

3) Custom candies and sweet packaging

Today business for candies and sweets is growing with a rapid speed .Most of the time customers for this type of products are children and young people. Both type of communities like colorful printed material for packaging. Design2express is specialized in providing full color printed material at cheap prices and helps you in showing more meanings of your business to customers.

4) Packaging for Cigarettes


Cigarette packaging does not have any extension from other packaging's. But in case of cigarettes, packaging is more critical for several reasons. First important point for this is that packaging for different products is remove after opening the product but in case of cigarettes pack is not discard after opening it first time. It remains with the smoker like its cloth until last cigarette. This high degree of visibility make cigarette as a brand product. Design 2 express can provide you best design for your cigarette pack and lead your pack towards becoming brand

5) Cosmetic Packaging

Packaging for your cosmetic products is very important. As you know very well that cosmetics are used by fashionable people and these fashionable souls like attractive coolest fancy colorful and eye catching designs We do this by providing you with on-time, accurate design with free delivery and highest quality packaging material at competitive prices.

6) Food packaging

You know very well that packaging is very important but food packaging is too much important. Question is why? Because we need such type of packaging which can preserve our food from DISIMPROVE. One more importance for food packaging is that, if you want to export your food then you need quality printing and design 2 express is providing you this facility.



7) Packaging for Bulbs

Design 2 express offering brilliant packaging for your light bulbs in various styles by using these styles you can increase your business value. Light Bulb customize packaging printing is available at design 2 express.

8) Medicine packaging

Your First and foremost duty in medicine packaging is that “medicine should be pack in proper way”. Our online printing company offers fully customized printed packaging material for your medicine company with lot of styles and variety.

9) Point of sales display packaging

As self service selection is very common in the entire world, Customers wandering in the market and they need something which can grab their attention without opening its packing. Advance printing technology helps us in this regard. Now we can print modern point of sale for our customers and surely it can increase your sale at immense rate. With our state of the art printing machinery design 2 express is also capable of printing point of sale at reasonable prices.

10) Color stands packaging

Full color stand packaging is a nice way to present stands in front of your target market. Also your customer likes to purchase a stand which is in a good packing material. So rush toward our online printing company “design2 express” give your order by choosing our template or our designers can design it especially for you at best prices.

11) Miscellaneous packaging

Design 2 express providing you packaging for all types of your products. Whether you need packaging for medicine, food, cosmetics or whatever. We are there for you. Our skilled designing department can provides you better design for printing and our printing department provides you better printing quality according to your requirement.