

The expert guide to:

Good Packaging -vs- Bad Packaging

Good Packaging

Proper packaging is one that increases or enhances the perceived value of the product while doing it in the most economical way.

Bad Packaging

Improper packaging can diminish and/or lessen the perceived value of the product which can lead to buyer's remorse.

If the cost of the packaging is greater than 5% of the products retail price, the packaging will diminish a studio's profitability.

Remember, you're in this industry to make money. It's not how you want to package, it's how much you can afford to spend on packaging and still make a profit.

Rules of Packaging

I.

Packaging must enhance the product appearance

II.

Packaging must increase the perceived value in the customer's eye

III.

Packaging must protect the product and make it easy for the customer to transport it

IV.

Packaging of luxury products bought as a gift must always enhance the perceived value of the gift and never lessen it, or force the giver to enhance it before giving it

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Types of Packaging and Ideal Uses:



Silverton

Titan

Onyx

Quality Portrait Folders

- Used for all levels of photography
- Can be enhanced using tissue paper, sribbons and branding with a studio logo
- High quality paper stock
- Clean foil borders

Low Quality Print Folders / Recycled Folders

- Used for low-end portrait photography
- Volume portraits (sororities, firefighters, composite portraits, schools)
- Ideal for proms, dances, social events, etc.



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Pop-Out Easel Mounts

- Used for low to middle portraiture
- Ideal for the beginning photographer
- A low-cost solution that provides a pleasing appearance

Pull-Out Easel Mounts

- Used for middle to upper-middle portraiture



Pull-Out Easel Mounts with Foil Underlay

- Used for high-middle to high-end portraiture

Photo Cases

- Used for all ranges of portrait photography
- Multiple print delivery system for low-end to lower-middle
- Single print delivery for middle to high-end portraiture
- For higher end portrait work, enhance using ribbons, tissue, studio branding, mount and lacquer spray the photographs



Items to review before choosing a packaging solution:

1. What type of pictures are you packaging?
 - Volume portraits (proms, dances, social events)
 - Portraiture
2. If the answer is volume portraits, use a gray print folder or for multiple print packages a photo case. If your answer is portraiture read 3-6.
3. At what level are you pricing your portraiture?
 - low-end
 - lower-middle
 - middle
 - high-middle
 - high-end
4. How to determine your price point:
 - What fees are your competitors charging?
 - How do you compare to your competitors within a 15 mile radius?
NOTE: 15 mile radius if you work within an urban area 25-35 mile radius within a rural area
5. Review Good vs. Bad Packaging and the Rules of Packaging thoroughly before deciding on a packaging solution.
6. If you work from a home office, you may have to exceed the 5% rule to keep your price point within the range of your competitors.