



Food and Beverage Packaging **Optimizing Visibility**



In the ever-growing food industry, packaging is important for four primary reasons: it protects the product during transportation and handling, it keeps the product secure, it helps maintain product freshness, and it represents your brand to the consumer. Shoppers make purchasing decisions based on the packaging, so it must be eye-catching and clearly indicate what's inside.

In 2012, a Clemson University study indicated that [clear packaging](#) garnered 678% more attention than paperboard or other types of packaging. The reason is simple: people like to be able to see inside a package. They want to know what their purchase looks like. Here are a few other key findings from the study:

- Study participants spent 40% less time scanning the shelves to locate the clear plastic packages, as compared to paper alternatives.
- Participants spent 343% more time looking at plastic packages.
- Participants were about four times more likely to buy a product in a plastic package than they were to buy the same product in a paperboard box.
- More than eight in 10 participants perceived clear plastic packaging to be of higher quality when purchasing personal care products.
- Nearly all participants believed plastic is more tamper-resistant than paperboard.

The takeaway is, well, clear! Transparent packaging attracts shoppers' attention and results in more purchases as compared to paperboard boxes. Clear packaging builds trust between brands and the consumer.

Factors of Packaging for the Food and Beverage Industry

Deciding how to package your food and beverage products is no small task, particularly because each type of product has different packaging needs. There are four major factors to consider:

Product Protection

Your product faces bumps and bruises during transportation, handling, and distribution, and on the retail shelf. A carefully designed, well-fitted package is essential to protecting the food item from breaking, crumbling, or being otherwise damaged. The protection process may include both primary and secondary packaging. Muffins in a clear plastic clamshell, for example, will probably be placed together in a corrugated box for transport and handling to ensure the clamshells don't get smashed or jostled open.

Product Safety

Primary packaging such as pouches, bottles, foil wraps are often air, and in some cases, light impermeable to protect the freshness of the product and avoid contamination. They are often manufactured to visibly show any tampering or opening of the package exposing the inner food. This type of primary packaging often does not lend itself well to retail display or transport, so a secondary package such as a clear or window box package is added to provide the additional eye-catching shelf display properties and transportability.

PET is a food-safe plastic commonly used for food and beverage products, and it's essential to work with a manufacturer who offers food-grade materials with traceable sources. At Printex Transparent Packaging, we use food-safe PET, offer plastic traceability, and manufacture custom packaging solutions in a food-certified facility.



Product Freshness and Shelf Life

The right packaging materials and special barriers can help preserve product freshness on the shelf. Resealable packaging helps the consumer keep the product fresh after they bring it home, which is especially important if it's a product that's not typically consumed all at once. This includes cereals, cookies, dried fruit and nuts, and more.

Brand Identity

The shelves are overflowing with food and beverage options, and new companies are launching new products every year. Your product has to stand out, and packaging is the place to start.

The shape of the package, the wording you use, and the graphics you choose must identify your brand, clearly indicate the type of product, and draw the shopper's attention. As highlighted in the Clemson study, clear packaging allows the consumer to see what they're buying, and it makes them more likely to complete the purchase.

When designing your packaging, it helps to work with an experienced company that can offer the industry expertise you need to bring your packaging vision to life. At Printex Transparent Packaging, we offer custom box manufacturing, which includes design, prototyping, graphics, embossing, foil, and other finishes. We work with you to create a package that matches your brand vision while protecting and preserving the food and enticing shoppers to buy it.

Beyond these factors, you also need to consider materials and distribution costs, and how easy your package is to ship. Cereal packaged in a bag, for example, may require different secondary packaging than cereal packaged in a box to ensure it arrives without being crushed. Environmental considerations are also important: is your packaging material accessible and easy to produce? Is it recyclable or easy to dispose of?



Types of Food and Beverage Packaging Designs

There are a wide variety of packaging options and designs to meet your food and beverage needs:

Clear Printed Boxes

[Clear printed boxes](#) can be made of PET, PVC, or PE, but PET is the most common choice. These boxes have transparent areas, or the PET can create a window in a paperboard box. Window boxes have one, two, or even three sides made of clear plastic; hybrid boxes are typically made of SBS on the bottom half with a clear plastic top half. The pick-and-place equipment we have at Printex Transparent Packaging allows you to customize your window and hybrid boxes.

Clear Plastic Packaging

Sometimes used for candy and chocolate multipacks when shelf appeal is important, clear plastic folding cartons or windows can be simple and elegant yet very attractive on the shelf. Because you can clearly see the product inside, individually wrapped items like chocolates offer visual interest. Often a picture of what's inside a non-visual package just doesn't present nearly as well as actually seeing the inner product. Depending on your product or primary package, very little additional printing or graphics are required. In the case of one of the pictured items, a handle has been added to encourage pick up and take away, also subtly invoking a sense of a travel case or adventure.

Plastic Point of Purchase (POP) Packaging Displays and Dispensers

[Gravity chutes](#) can be printed or clear to allow the product to show through. Because only one item can be removed from the bottom of the chute, it keeps the display looking tidy and prevents consumers from touching multiple packages. They can clearly see the item and simply remove one from the bottom when they're ready to purchase it. This is especially popular for pharmaceutical products.

Other [POP display](#) options are clear counter displays, which require minimal space and encourage last-minute purchases at the check-out counter or while in line. Meanwhile, clip strips allow you to hook or clip individual products onto a long display strip, which can be placed in the middle or at the end of an aisle or at the check-out counter. Again, there are printed and clear plastic options so you can customize the clip strip to suit your brand.

Hybrid Paper Plastic Box Combination

At Printex Transparent Packaging, our pick-and-place equipment allows us to create these hybrid boxes with SBS paperboard on the bottom and clear PET on the top.

Windowed Paperboard Package

These hybrid boxes have a [clear window](#) on one, two, or three sides for product visibility. Both the PET windows and the paperboard can be printed with foil, graphics, and textured effects to create visual interest and match your brand image.

Promotional & Product Club Packaging

These retail-ready packaging (RRP) solutions make it easier to sell multi-packs, gifts with purchase, and gift boxes by minimizing in-store handling. The products are already carefully displayed within the [promotional package](#), reducing the time it takes to place them on the shelves. Handles can be included, and the outside packaging can be clear or printed with graphics.

Why Partner With Printex Transparent Packaging?

Printex Transparent Packaging has decades of experience with high-quality custom transparent [food and beverage packaging](#). We manufacture packaging according to your unique product and marketing needs.

Our sustainable solutions include hybrid boxes, which give you the advantage of a clear plastic window to showcase the product while using less plastic overall—a common choice for candy, cosmetics, toys, and more. Our recycled PET is produced in North America, and we offer Clear, un-tinted [Eco-PET 100](#), made from 100% post-consumer recycled plastic. It's also available in Eco-PET 25 and Eco-Pet 50.

Our dedicated team will guide you through the manufacturing process, taking your ideas and turning them into a design and prototype. When you're happy with it, we'll custom manufacture it here in North America. This process is collaborative and enjoyable, and it ensures you get the best packaging solution possible for your food and beverage products. [Contact us](#) to learn more about clear plastic packaging or [request a quote](#) for your project.

[Contact Us](#)



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