

Benefits of Package Design with Fibreboard and Corrugated Packaging Materials

by [*Chris Renilson*](#)

Overview of professional packaging design services that focus on the benefits of fibreboard and corrugated packaging materials.

For over 150 years, manufacturers of products in nearly every shape and size have relied on corrugated and/or fibreboard packaging to market their goods and provide containers that are easy to transport and store from factory to store to consumer. Even though many other forms of packaging are available, corrugated and fibreboard containers are still among the most popular packaging types due to their strength, environmental-friendliness, and potential to sell the product via the effective marketing design of the packaging itself.

Fibreboard is more popularly known as cardboard and comes in two basic styles. Regular fibreboard consists of one or more sheets that are pressed together to form a rigid, paper-based product. The greater the number of sheets, the stronger the fibreboard, but one ply fibreboard can also be sufficient for packaging if the ply is thick enough. Milk cartons, boxes for aspirin bottles, and other such things are just a few examples of products that might come in fibreboard packaging. Corrugated packaging consists of two sheets of fibreboard known as linerboards with a fluted sheet of fibreboard in between. This makes for exceptionally strong packaging and is an excellent choice for shipping boxes, large packages, and other containers that will get a lot of wear and tear.

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Aside from strength, fibreboard and corrugated packaging is often chosen for shipping and marketing goods because it is easily recyclable. This cuts down on waste and makes the packaging more environmentally friendly, especially when the images printed on the boxes are made from a good biodegradable ink. As such, firms that are looking to reduce their impact on the globe will often choose creatively designed corrugated and fibreboard packaging over plastics and other packages that create more waste.

From a marketing perspective, the chief benefit of corrugated and fibreboard packaging is the variety of ways it can be used creatively to sell the product. Manufacturers that choose a professional packaging design company with extensive experience in making creative packaging find that the imaginative containers these companies design allow their products to sell themselves. If a business wants its products to stand out on the shelf and grab the attention of consumers, it will look to a good packaging design company to create the right boxes, cartons, and other containers for its goods.

Those who are looking for quality packaging design will want to choose a company that is able to produce a variety of different containers using the latest, state-of-the-art technology. A history of award-winning designs is a must as it proves that the packaging company really can bring something unique to the table and help get products into the homes and offices of many different kinds of consumers. Yet the benefits of hiring a good packaging design company to develop fibreboard and corrugated containers go far beyond creating packages with eye-catching appeal. The best design firm can also develop packing for the interior of these containers that protects valuable products during transport and lowers the risk of product return.

Manufacturers who want to keep their edge in sales will definitely want to look into all of the services a quality packaging design company can offer. Working together, both manufacturer and packaging design can help make a product recognizable worldwide and put on the must-buy lists of people everywhere.

About the Author

Learn more about packaging design services from creative professionals, including corrugated packaging, fibreboard packaging