

PLAIN TO POLISHED – PACKAGING FOR PENNIES

Kathy Lynn

Product packaging is the first thing people notice when approaching a store shelf, craft booth or browsing online. What draws the eye? Color, shape, pictures, bold graphics, or a catchy phrase can draw a consumer in to look further and think “What is this product about?”

Packaging can range from a simple sheet of white paper with a white label, to kraft color schemes to bright colors and flashy graphics to metallics with gold or silver embellishments. There are many packaging options that can still maintain a lean bottom line while adding some creativity and uniqueness to what would be a standard package.

In the following pages you will find an introduction to the presentation and a list of helpful links for more inspiration and for some of the products I use.

Due to the cost of printing, the full notes, including pictures, will only be available via a pdf file that will be available after the conference and via the SoapCon presentation notes area.

As you browse through the links, you will see the familiar Dorothy Martin – whose paper bag tutorial has been viewed thousands and thousands of times, and several links to PootlesPapercraft (MY FAVE) on YouTube. I use these ideas as inspiration for packaging, although some are not being shown for use with bath and body products. Just imagine, “if I saw that box, what do I sell I could put in there?” Such as, one of the Pootles videos is for a washi tape holder. But, dang it, if it doesn’t fit 2 bath bombs in it!?! Think outside of the “box”! Don’t limit yourself to what the project is “meant” for...think what it can do for you!

For most of these projects all you need are paper, scissors, a ruler and some form of adhesive or tape. These are the basic tools to start out with. Of course, there are many specialized tools you can purchase that can make a neater, straighter, more professional project. However, even though I will list all of the tools I have purchased and/or tried, I will also tell you which ones I highly suggest as what I consider the minimum requirements for the most professional results, at the minimal cost. There are a few that are “nice to have”, but not necessary, and a couple that I really don’t feel are either needed or even recommended for our purposes.

The most fun I had preparing for this presentation was discovering how cool it is to make your own packaging.....in the colors/style I want, in the size I want and as few or many as I want.

I am sharing all these ideas as they can also be used for special occasion packaging, holiday gift specials, or even a cheap way to try out different packaging styles, patterns and shapes before investing in a custom print or manufacture of your packaging.

I hope the presentation, and the following links, will inspire you to think beyond the plain standard packaging you are able to purchase from a supplier and by adding an embellishment, ribbon, or other “bling”, you can take the ordinary to the extraordinary! If you have any questions about any of the items or tutorials I have included, please feel free to ask me.

FREE BOX TEMPLATE MAKER – ONLINE

<http://www.templatemaker.nl/>

PAPER BAG FOLD OVER LABEL TEMPLATE

BETSYWHITE.COM

<http://www.betsywhite.com/flightsoffancy/2009/03/diy-download-paper-bag-favor-labels/>

DECORATING JARS (EXAMPLES ARE FOR GLASS BUT CAN BE MODIFIED FOR PLASTIC)

FISHNET STOCKING OR MESH PAINTED JARS

BRIT AND COMPANY

<http://www.brit.co/the-most-unexpected-way-to-rock-a-pair-of-fishnets/>

HANGING JAR LANTERNS

BRIT AND COMPANY

<http://www.brit.co/diy-basics-hanging-jar-lanterns/>

QUICK JAR LID COVERS

MARTHASTEWART.COM

<http://www.marthastewart.com/273071/quick-jar-covers>

CUPCAKE GIFT JAR

LILLUNA.COM

<http://lilluna.com/cupcake-gift-jar/>

These projects can be made with the minimum tools

HOW TO MAKE A GIFT BAG – EASY!!

<https://www.youtube.com/watch?v=hWXa9ZO2U4g>

HOW TO MAKE A SOAP GIFT BAG

https://www.youtube.com/watch?v=yLV_rVo5Gnk

FAN TOP GIFT BAG

<https://www.youtube.com/watch?v=vGNQJy47OkI>

SOAP WRAPPING IDEAS VIDEO – MUST WATCH

<https://www.youtube.com/watch?v=3CpbAisjHjs>

BROWN KRAFT BAG FOLDING

<https://www.youtube.com/watch?v=HvyBX9nnvLY>

WASHCLOTH WRAPPING SOAP

<https://www.youtube.com/watch?v=gMWIE3j4aBk>

WASHCLOTH SOAP POUCH

<http://www.whimsy-love.com/2012/04/diy-soap-pouch.html>

“SEA LEMON” – YOU TUBE

“DOROTHY MARTIN” – YOU TUBE

“INNOVA CRAFTS” – YOU TUBE

“TATISOAP” – YOU TUBE

“HEAVEN’S APOTHECARY” – YOU TUBE

“SWEET WILLOW SOAP” – YOU TUBE

WEBSITE TUTORIAL

These projects can be made with the minimum tools. However, I recommend you

purchase a 12” x 12” paper scoring board for best results.

HEXAGON TEALIGHT BOX

<https://www.youtube.com/watch?v=DEELJUJIPpc>

BEEHIVE PAPER BOX

<https://www.youtube.com/watch?v=4tZZssbj0rc>

FOLD OVER BOX – GUEST SOAP, LIP BALMS, OTHER

<https://www.youtube.com/watch?v=rJ8K1BiwcVs>

“POOTLESPAPERCRAFT” – YOU TUBE

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“POOTLESPAPERCRAFT” – YOU TUBE

FOLD FLAT SQUARE SOAP BOX
<https://www.youtube.com/watch?v=oadB3hEKrGg>
FOLD FLAT WAX MELTS BOX
<https://www.youtube.com/watch?v=r14S1OvLn0U>
3 ½ X 3 ½ X 1 ½ STAND UP FOLD TOP BOX
<https://www.youtube.com/watch?v=o01JHqtAGVU>
WASHI TAPE HOLDER AKA BATH BOMB 2 PACK
<https://www.youtube.com/watch?v=H-ZnbbkHCE>
4X4 PIZZA STYLE FOLDING BOX
<https://www.youtube.com/watch?v=IVukcBasOGc>
2 ¾" SQUARE MILK CARTON – FOR SMALL JARS
<https://www.youtube.com/watch?v=KQCUpmGMbg8>
4 "BROWNIE BITE" SAMPLER SOAPS BOX
<https://www.youtube.com/watch?v=Us8R74YubFE>

"POOTLESPAPERCRAFT" – YOU TUBE
"POOTLESPAPERCRAFT" – YOU TUBE
"POOTLESPAPERCRAFT" – YOU TUBE
"POOTLESPAPERCRAFT" – YOU TUBE
"POOTLESPAPERCRAFT" – YOU TUBE
"JEANETTE COBB" – YOU TUBE
"BODY ROYALTY" – YOU TUBE

THIS PROJECT REQUIRES THE GIFT BAG PUNCH BOARD

TUCK TOP GIFT BOX

"THEARTFULINKER" – YOU TUBE

<https://www.youtube.com/watch?v=xVh6PDTpb-A>

THESE PROJECTS REQUIRE AN ENVELOPE PUNCH BOARD

HOW TO MAKE ANY SIZE BOX WITH THE ENVELOPE PUNCH BOARD "CRAFTY OWL" – YOU TUBE
<https://www.youtube.com/watch?v=8hEeBQ-tLKM>
THE CRAFTY OWL – BOX TEMPLATE INSTRUCTIONS FOR USE WITH THE ENVELOPE PUNCH BOARD
<http://www.thecraftyowl.co.uk/boxbuster/>
THE CRAFTY OWL – ENVELOPE TEMPLATE INSTRUCTIONS FOR USE WITH THE ENVELOPE PUNCH BOARD
<http://www.thecraftyowl.co.uk/EnvelopeExpert/>
3 ½ X 3 ½ X 1 FOLD TOP BOX "POOTLESPAPERCRAFT" – YOU TUBE
<https://www.youtube.com/watch?v=dXooNGr-E3o>
4 X 3 BOX "LINDA PARKER" – YOU TUBE
<https://www.youtube.com/watch?v=fw9Xut8oHP8>
3D PAPER BOW "PEBBLES" - PINTEREST
<https://www.pinterest.com/pin/28569778862763510/>
ANOTHER 3D PAPER BOW "LIVELOVESCRAPE" – YOU TUBE
<https://www.youtube.com/watch?v=Y4GP8CQjuF8>
TINY GIFT BOXES "GINGERSNAPCRAFTS.COM"
<http://www.gingersnapcrafts.com/2014/03/tiny-gift-boxes-with-we-r-memory.html>

HOLE PUNCHES GALORE!!

DON'T WANT JUST THE PLAIN CIRCLE HOLE????

<http://www.1stopsquare.com/hole.html>

DOLLAR TREE WEBSITE - GIFT BAGS, RIBBONS, TAPE, TISSUE, WRAPPING PAPER , STICKERS AND MORE

<https://www.dollartree.com/toys/Craft-Supplies/629c1102c1102/index.cat?index=0>

DOLLAR TREE – WASHI TAPE

<https://www.dollartree.com/toys/Craft-Supplies/Decorative-Adhesive-Paper-Craft-Tape-10m-Rolls/629c1102c1102p341235/index.pro>

DOLLAR TREE - SATIN RIBBONS

<https://www.dollartree.com/toys/Craft-Supplies/5-8-Wide-Satin-Ribbon-6-yd-Spools/629c1102c1102p296831/index.pro>

DOLLAR TREE - MODGE PODGE

<https://www.dollartree.com/toys/Craft-Supplies/Mod-Podge-Gloss-Craft-Adhesive-2-oz-Bottles/629c1102c1102p353769/index.pro>

DOLLAR TREE – FLORAL JUTE CORD

<https://www.dollartree.com/toys/Craft-Supplies/Floral-Garden-Jute-Cord-3-yd-Rolls/629c1102c1102p366564/index.pro>

DOLLAR TREE – FLOWERS AND BUTTERFLIES

<https://www.dollartree.com/toys/Craft-Supplies/Crafter-s-Square-Sheer-Butterflies/629c1102c1102p309387/index.pro>

DOLLAR TREE – SEA SHELLS

<https://www.dollartree.com/toys/Craft-Supplies/Assorted-Decorative-Accent-Shells-8-8-oz-Bags/629c1102c1102p347292/index.pro>

DOLLAR TREE – COLORED BURLAP TAPE

<https://www.dollartree.com/toys/Craft-Supplies/Floral-Garden-Burlap-Ribbon/629c1102c1102p359586/index.pro>

DOLLAR TREE – SHEER RIBBON

<https://www.dollartree.com/toys/Craft-Supplies/Bright-Sheer-Ribbon-8541-x6-Yard-Spools/629c1102c1102p296826/index.pro>

Thank You!

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www.etsy.com/shop/SoapEmbeds

www.facebook.com/SoapEmbeds