

Custom Packaging: Why You Should Take Advantage of This Untapped Revenue Stream



Looking to add a new product category to your wheelhouse? Discover why **custom packaging** will bring your distributorship ample benefits, from sales to client relationships and beyond.



Create Products to Your Client's Exact Specifications

Unlike stock products, custom products – such as **custom packaging** – can be made in the **exact requirements** your clients desire. Not only does this mean they get exactly what they're looking for, it also allows you to provide a **greater level of service and satisfaction**, enhancing the value of your distributorship.



Fulfill Business Needs for a Wide Range of Industries

A vast majority of industries use **custom packaging**, yet so few distributors realize they can offer this **lucrative product category**. Kick off conversations with your **current client base** by asking if they have any **custom packaging needs**. Then, let them know they can order through you, giving them the benefit of a **one-stop-shop approach** for all of their promo and packaging needs.



No Limitations on Project Complexity

Even if this is your first time selling **custom packaging**, you have nothing to fear when it comes to complex projects or complicated client requests. **The Regal Line, a division of Poly-Pak Industries**, is here to **walk you through each step of the process** and has the **capabilities to handle any order**, from simple custom needs to industry-specific packaging solutions.



Make One Sale, Secure Repeat Orders

The beauty of **custom packaging projects** is that they are typically not one-off requests. This product category is more often used for **recurring business needs**, which means you can secure **recurring sales** too by fulfilling these orders – especially if your first project is a success.



Unlock Greater Margins With Unique Customization

Adding **custom packaging** to your services allows you to **offer something unique** to clients that can't be found elsewhere. As such, you can also **charge a more premium price** depending on the level of customization needed, resulting in **greater profit margins** for every sale you make.



Exceed Expectations and Ensure Customer Loyalty

When you partner with **The Regal Line, a division of Poly-Pak Industries**, you can rest assured your order will be completed above and beyond your client's expectations. Clients will then remember you as the distributor who **understood their business** and made their **custom packaging dreams a reality**, increasing their likelihood to **continue working with you** in the future.

The Regal Line, a division of Poly-Pak Industries, asi/81350

To learn more, visit Poly-Pak.com or call **1-800-969-1993**.