

How To Increase Profits With Custom Food Packaging



Hungry for sales? Sink your teeth into selling **custom food packaging**, a **lucrative product category** you may not have realized was on the menu in the promo space. Discover how to **get started in just three simple steps** with this custom food packaging sales crash course.

Step 1: Understand Your Product Offerings

New to selling custom food packaging? No problem. Allow **The Regal Line, a division of Poly-Pak Industries** to be your guide throughout the sales process by first understanding the **many products you can offer clients**.

- **Baked Goods Bags**
Just the thing to keep pastries and desserts fresh and delicious, these specialized bags will prevent messy crumbs and showcase branding to patrons.
- **Frozen Food Bags**
Help clients preserve the taste and integrity of their frozen products with durable frozen food bags designed to seal in freshness and prevent freezer burn.
- **Multi-Wall Food Pouches**
Ideal for bulky or heavy food products, this sturdy food packaging type offers superior strength and durability.
- **Stand-Up Food Pouches**
With an upright design and large imprint area, this innovative type of food packaging will effortlessly stand out on shelves and showcase your client's branding.
- **Restaurant Takeout Bags**
Convenient and custom-made to your client's specifications, takeout bags are a must-sell to any establishment serving food.



Step 2: Identify Profitable Sales Prospects

Now that you understand the food packaging products themselves, it's time to secure orders. You'll find plenty of **sales opportunities** with **lucrative businesses** like:



Bakeries and Cafés

Make it easy for customers to take baked goods and sweet treats home to enjoy later.



Bars and Restaurants

Takeout bags and containers are essential for patrons who prefer to dine at home.



Beverage Brands

Let beverage clients know that you can create custom packaging that reflects their unique brand personality and vision while also keeping drinks fresh and secure.



Grocery Stores

Many grocery chains offer their own store brand, opening the door to a wide range of food packaging needs.



Farms and Orchards

Seek out local farms in your area and let them know you can fulfill this business need. Don't forget to suggest stocking up before peak harvest seasons!



Frozen Food Companies

Take advantage of customization to create frozen food packaging specific to your client's needs, no matter what type of cuisine they specialize in.

Step 3: Win the Order With Impactful Selling Points

Seal the deal by educating clients on how custom packaging will **elevate their business**, **reinforce branding** and **keep food fresh** all at the same time.

- **Cohesive & Consistent Branding**
Instead of settling for stock options, your clients can take advantage of fully custom packaging that aligns with their brand look for better consumer brand recognition.
- **Custom Product-Specific Features**
Not matter what unique specifications your clients need, you can make it happen thanks to customization expertise from The Regal Line, a division of Poly-Pak Industries.
- **High Perceived Value With Consumers**
Consumers will recognize that your client opted for premium, custom packaging, which will translate to seeing your client's company as higher end and worth paying more for.
- **Quality Construction You Can Trust**
If your clients compromise on durability for packaging, they risk food products getting damaged or going bad — not ideal! Instead, choose custom packaging from The Regal Line, a division of Poly-Pak Industries, that is specifically made to withstand wear and tear.

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To learn more, visit [Poly-Pak.com](https://poly-pak.com) or call **1-800-969-1993**.