

# make or break – key packaging tips for alcohol products

insight about the best packaging for booze, and the government's plastic tax.

# sustainable

What are the hot topics in packaging right now?

“ Retailers want (and need) sustainable packaging. The government is introducing a plastic tax which comes into effect from April 2022. ”

And what trends are you seeing within high-end homeware retail? People seem to be moving away from the norm, exploring new brands and niche items.

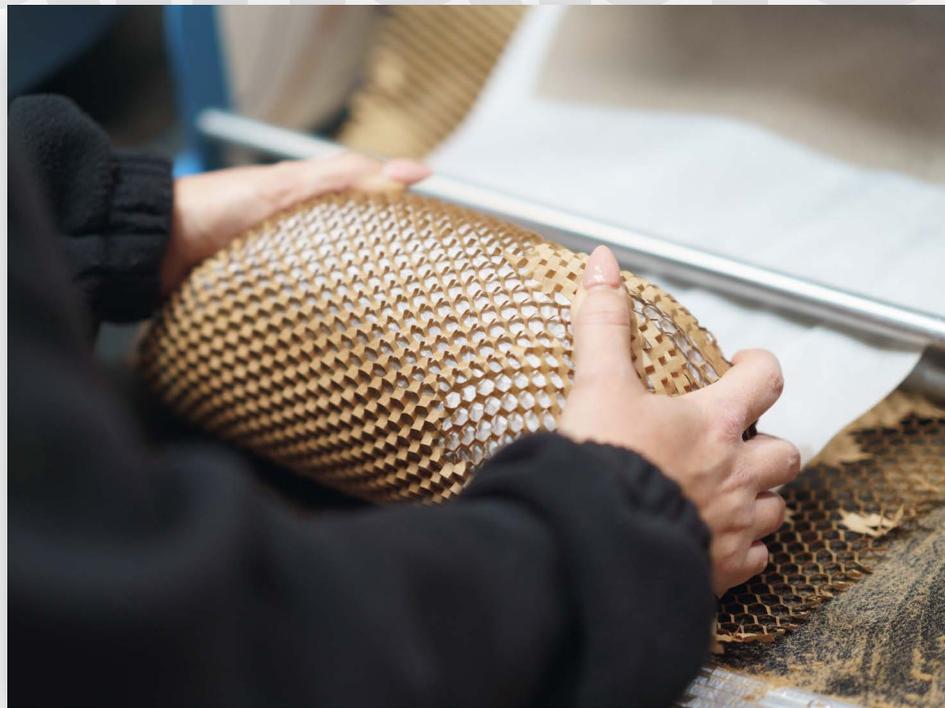
The popularity of our high-end clients like

Sacred Gin or 3 Ravens Rum, which can be stocked in department stores like Selfridges, shows that people are moving towards quality over quantity. Its also about artisan products.

What is the plastic tax?

“ The new tax applies to plastic packaging produced in, or imported into the UK that does not contain at least 30% recycled plastic. ”

It will not apply to any plastic packaging which contains at least 30% recycled plastic, or any packaging which is not predominantly plastic by weight. Imported plastic packaging will be liable to the tax, whether the packaging is unfilled nor filled.



## Which packaging is best for alcohol brands?

Because we specialise in alcohol we store and transport a lot of glass and super fragile items.

“ We’ve done our best to remove plastic – which is important to our clients – but so is getting the product to the customer in one piece. ”



If we're sending bottles, we usually include inflatable recycled plastic packaging made with lower micron materials. It's important to find the right balance, which tends to be a mix of paper and recycled plastic.

Or we can use a product called Geami. It's effectively a giftable version of bubble wrap. It's attractive because it concertinas into a honeycomb layer around the product. The cells interlock to firmly secure the items.

“ It's 100% recyclable and biodegradable protective paper – a nice alternative to bubble wrap. Quite often packaging isn't pretty, but this is! ”

## What about the customer experience?

Some of our clients provide very specific instructions for their boxed items which our Service Centre teams will follow. This is to ensure that every item is constructed to the same high standard and is dispatched in the layout they expect – whether it's box 1 or box 501 – they should look exactly the same. We often do bespoke picks – making up a Bloody Mary Kit or including an accessory pack for making Cocktails. All in a days work here at **diamond**!

“ We produce luxury packaging when required. We can include a thank you postcard in an envelope which has an embossed logo on the front, logoed tissue paper and careful wrapping. It's quite beautiful. ”

We also include the order slip with a branded sticker on it and can add marketing too to encourage repeat purchases. If customers have a good un-boxing experience they'll talk about the brand in a positive light. Customers receive a boutique experience from these luxury alcohol brands which is similar to a high-end department store. Beautifully wrapped and sealed.

## And the box itself?

We use as standard double wall corrugate boxes here at **diamond**, which isn't always the standard across fulfilment centres. We want to ensure the products are as protected as possible to ensure safe delivery

## And the large orders?

Within **diamond** there is always a reliable delivery solution for large homeware products. Whether it's a carrier option through our multi-carrier services or our own courier drivers delivering it, we can provide the support needed to deliver bulk into retailer or direct to consumers at home.