

make or break – key packaging tips for childrenswear

insight about the best packaging for clothes, gifts
or furnishings

specialist

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 children's retail?

People seem to be moving away from the norm, exploring new brands and niche items. The popularity of our high-end clients like Sisi and Seb, Eva and Rose and Little Box of Books shows that people are moving towards quality over quantity, and seeking individual and unique items not found on the high street.

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 children's products?

From ceramics to clothing or homeware we can use a variety of packaging solutions. We find our clients in the children's wear sector are particularly conscious about the environment because their customers are too. After all, we are trying to preserve the planet for the next generation – the very same little people these goods are aimed at!

“ 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 a ceramic vase for example, 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.

What about products which are less fragile?

We tend to use a product called Geami if it's small and semi-fragile.

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

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.



boutique

We have also seen many clients in this sector go to 100% recycled packaging – in sturdy bags rather than boxes which eliminates a lot of packaging cost without impacting on delivery quality – particularly for clothing items.

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 produce luxury packaging for some clients. We include a thank you postcard, branded order slips, promotional postcards of other goods for sale – and bespoke wrapping such as tissue paper, stickers and ribbon.

“ If customers have a good un-boxing experience they'll talk about the brand in a positive light. Customers receive a boutique experience from many of our children's wear 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, but some clients use an e-com boxes which open like a pizza box, so it lifts at the front. This type of box is a brilliant marketing tool which people outside of the packaging industry are only just starting to learn about. A design or branding is printed on the inside rather than the outside.

“ By printing on the inside you get the wow factor as it's opened. You lift the lid and there's the brand with a message or perhaps the company slogan. It's a nice surprise for the customer. ”

And the larger items?

We do move a variety of big and bulky items alongside Network Partners which specialise in two-person delivery. With these items it's more about the convenient delivery of the item than the packaging experience.

Within **diamond** there is always a reliable delivery solution for large products. Whether it's a carrier option through our multi-carrier services or our own courier drivers delivering it, we can provide the support.

