



## THEMING

- use images, text and patterns
- try red & green or bold combos
- kraft stocks feel warm & friendly

# CHRISTMAS PACKAGING WOW

The festive season offers huge potential for increased sales and lasting connections.  
NOW is the time to WOW!



## PROMOTE

- get everyone to like & share
- add a hashtag #xmaslabels
- use promo or pop-ups for attention



## CUSTOMISE

- add valuable \$ to your sales
- personalised labels connect more
- add small cards & notes



## EMBELLISH

- create that **premium** look
- gold and silver foils add lustre
- embossing & high build varnish



## hot tips

## TO SLAY THIS SEASON

- create **unique festive labels and packaging** design
- **add a festive label or sleeve** to the existing packaging
- add fun elements that **incorporate your branding**
  - **make them an offer** – we all love specials!
- use **themed gift tags, gift boxes or stickers**



## FOR FESTIVE IDEAS:

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