

Advantages of Paperboard

All types of paperboard packaging offer benefits that can be combined into a package to make the product offering a unique selling proposition (USP)

Product marketing benefits of paperboard packaging, include:

| Advantage/Benefit of Paperboard | Paperboard Benefit Provided By |
|--|--|
| Product protection | Rigidity of paperboard |
| Graphic communication | Flat panel "billboard" |
| Product differentiation | Through design shapes and graphics |
| Brand identification | Graphics on flat panels |
| Graphic impact | Bold graphics, metallic and fluorescent inks, holograms, foil stamping, poly coatings or laminations |
| No wrinkles on retail shelf | Flat panel with full graphics |
| Variety of shapes, sizes and designs | See Ideas and Innovations Handbook from Paperboard Packaging Council |
| Product visibility | Windows or cut-out designs |
| Creative merchandising opportunities | Limited only by imagination |

Product marketing benefits of paperboard packaging, continue and include:

| Advantage/Benefit of Paperboard | Paperboard Benefit Provided By |
|---|--|
| Ease of warehouse storage | Most styles arrive flat for automated or hand set-up |
| Ease of packing | Adaptable to high-speed automated packing lines or to hand packing with auto-erect bottoms |
| Ease of distribution | Package can be self-supporting for stacking strength in transit and on the retail shelf |
| Ease of customer dispensing | Spouts for pourable products or metal tear stripes for web product can be added |
| Recyclability | Post consumer paperboard is a source of recycled paper |
| Easier to modify for shorter time to market | CAD systems are used to design cartons including flat layout, graphics, and cutting dies. Changes and prototypes can be made within hours. |

Paperboard can increase a product's retail presence by allowing consumers to:

- See the package
- Become aware of the product
- Learn about the product
- Feel confident about the product protection
- Touch the actual product
- Identify product parts and components
- Find the product for repeat sales
- Feel good about the environment

Paperboard offers benefits throughout the distribution chain:

- Efficiency
- Protection
- Retail
 - Supermarkets
 - Club stores
 - Department stores
 - Specialty shops and bakeries