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## Packaging A Punch. Are you?

21 Mar 2014

"What if?" is the beginning of all great packaging ideas. Great packaging, on the other hand, comes about only when you know all of its answers.

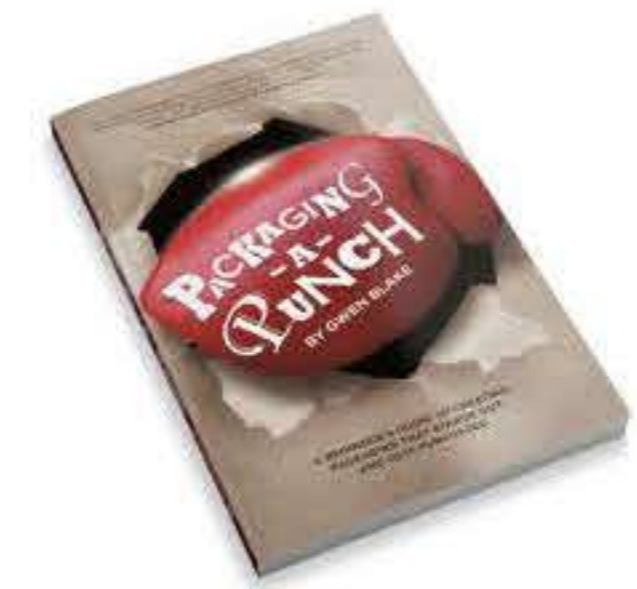
Gwen Blake has explored rather a lot of packaging's what ifs. She is the founder and managing director of Boxer & Co, the company whose packaging has been the ignition switch for Australian FMCG brands for seven years - some that had become sleepy with age and some that were bright-eyed and blithe start-ups. Blake knows that packaging invites a major percentage of new product trial. And she knows that packaging errors invite costly trials and tribulations.

Blake has fashioned what she knows into a book that will benefit everyone whose business depends on packaging. Do not think that that business is not yours.

*Packaging A Punch* is billed as, "A beginner's guide to creating packaging that stands out and gets purchased." If you are a beginner, the book will fast track your flight to expert. If you are not a beginner, the book is the reference manual you want to keep close at hand.

How much do you know about RFID, for instance? Do you know if you need a GS1 Barcode in your product? When you need to include the individual components of compound ingredients in your product? Why emotional connection is important in packaging... or even, what that entails?

You can order the book from the Boxer & Co website <http://www.boxerandco.com.au/> - the added advantage being that you get to view some of the agency's recent work on your way to the online flyer.



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