

Choosing Your Packaging

Polyethylene Terephthalate (PET) – also sometimes referred to as PETE, It is shatter proof, light weight and 90% recyclable. PET is commonly used for Bottles, Cosmetic Jars, Food Jars, Clamshells and Cups.

Polythene (high density) HDPE – Also sometimes referred to as simply 'HD' In packaging, HDPE colours range from "natural" (a milky white often seen in milk jugs) to special, brand-specific colours. HDPE is a strong plastic, ideal for Milk/Juice Jugs, Shampoo Bottles, Dairy Tubs, and Snack/Cereal bags when in film form.

Polythene (low density) LDPE – a softer plastic used for plastic bags, squeeze bottles for substances such as detergents. Also used for pouches containing products such as drinks and semi-solid foods. Very popular as containers of sports/energy drinks, container lids and shrink wraps and stretch films. These containers are flexible, shatter proof, and cheap to produce.

Glass – A classic choice, glass is re-useable, heat-resistant and will hold whatever shape it's been moulded to. Allowing customers to see your product clearly before purchasing. Keep in mind the fragility and safety issues (such as broken glass) of using glass. Typically used for Cosmetics, Beverages, Food Jars, and Pharmaceutical Containers.

Paper and Cardboard – Paper and cardboard have all the benefits of being light weight, recyclable, easy to shape/colour/coat, simple to print on while being cheap to produce. Unfortunately, it's quite easily damaged by liquids, or in transit. Typically used for Snack foods, Take-Away Containers and Composite Packaging (e.g. Paper can with metal ends).

Aluminium – Probably the most used and recognisable metal used for packaging. The Advantages of using Aluminium for your product is it's impermeable, recyclable, lightweight and can withstand the internal pressure of any gases that have been added to the product inside (e.g. Carbonated Drinks). If you're using Aluminium, you must make sure the metal doesn't react with the product you're packing. Typically used for Beverage Cans, Cosmetic Packaging, Pouches, and Foils.

Choosing Your Labels

Paper-Uncoated: Uncoated paper can be written on by hand or by machine.

Paper-High Gloss: High gloss paper provides good printability, not for handwriting.

Vinyl: Vinyl is best for an outdoor environment or if the label is to be applied to a vinyl surface.

Acetate: Acetate is best for a clear look.

Mylar/Polyester: Mylar/polyester is best for a label applied to an object with sharp corners.

This is just a start; some printing companies have designed their own specialized labels. It's always worth looking around for the highest quality, and more appropriate label. Various gloss and laminates can be applied to your labels, keep any printing you might need to do in mind, some labels won't work with certain printing methods.