

# How to create **impactful** seasonal packaging in 4 easy steps

In today's fast-paced market, staying ahead of seasonal trends is key to capturing attention and boosting sales.

Enter digital printing—your brand's gateway to almost endless customisation, high-quality visuals, and lightning-fast turnarounds.

It's the secret to creating standout seasonal packaging that combines speed, sustainability and style.

Here's how to make it happen in just four easy steps.



STEP 1

## Make a bold seasonal statement with customised designs

Digitally printed packaging offers the ultimate creative freedom to craft unique, eye-catching seasonal designs that drive **81% of impulse purchases\***. Reap the rewards of limited edition packaging tailored to specific locations, stores, or customer segments - whether it's festive designs that 'pop' on shelves or bold promotional packaging for a big sale.

With digital printing, customisation becomes effortless, and every season becomes an opportunity to engage your audience, build brand excitement, and watch your sales skyrocket.



STEP 2

## Reduce waste and captivate eco-conscious consumers

As a sustainable solution, digitally printed packaging is both eco-friendly and fully recyclable, appealing to the **94% of consumers\*\*** who believe brands should prioritise the planet.

Low minimum order quantities make it a perfect solution for short seasonal runs, allowing you to be both environmentally responsible and trend-conscious. Sustainability has never been so stylish.



STEP 3

## Enjoy the freedom of flexibility and last-minute artwork changes

The flexibility and speed of digitally printed packaging help your brand to stay up-to-date with promotional trends. Need to tweak your packaging for a flash sale or add a sports result to the design? No problem. Fast turnarounds ensure your packaging hits the shelves just as trends peak, keeping your brand relevant, timely, and always on point.

With the ability to make real-time changes, your seasonal packaging can respond to what's happening now, keeping you ahead of the game.



STEP 4

## Stand out with high-quality graphics for maximum impact

First impressions matter, and with digitally printed packaging, you can deliver high-quality graphics that make your seasonal packaging impossible to ignore—whether on shelves or online. This captures consumer attention and premiumises products, whilst reinforcing the perception of quality and luxury.

With **56% of customers\*\*\*** more likely to recommend a product in premium packaging, digital printing transforms your packaging into a powerful tool for brand recognition, making your product unforgettable and share-worthy, amplifying brand reach far and wide.

Sources \*Research Gate \*\*Deloitte \*\*\*Zipdo

Ready to create seasonal packaging that turns heads, sparks excitement and delivers real results for your brand?

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