

Case Study 04 — Custom Packaging & Corporate Gift Presentation

Sector: Corporate gifts / Packaging

Challenge

A gifting program required packaging that felt premium while protecting multiple items and keeping branding consistent across the outer box, inserts and product presentation. The design needed to be manufacturable, not only visually attractive.

Solution

- Defined the product set first, then engineered the box dimensions around actual item sizes.
- Separated structural dielines from print artwork.
- Evaluated board, lamination, foil/emboss/deboss and insert options based on budget and desired finish.
- Used proof/sample approval before committing to final production.

Outcome

The packaging became part of the brand experience rather than an afterthought. The structured workflow helped align design intent, production feasibility and the unboxing sequence.
