

*Your color.
Your packaging.*



Plus Pack A/S
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PLUS  PACK
We make food stand out



Extend your brand and stay ahead of competition

With countless products facing the consumers today, packaging design is what makes one product stand out over another. Great packaging design not only catches the eye of the consumer, it does a lot more than that – it enhances shelf appeal and stimulate sales.

Why colour?

Many marketers believe that of all the visual cues in packaging, colour is the single most important as consumers make fast purchasing decisions. This is backed up by a study called “Impact of Color in Marketing”, where researchers found that up to 90% of fast judgments made about products can be based on colour alone (depending on the product).*

Strengthen your value proposition – with your colour

Packaging colours are one of the elements that will set your product apart from those of your competitors. Colour provides a unique way to reflect and enhance a unified image and branding of your product, as it is such a visual medium.

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**<https://www.helpscout.net/blog/psychology-of-color/>*



*Your embossing.
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Why embossing?

The ability to catch the eyes of the consumers is essential if you want to make your product stand out over another. Stand-alone embossed food packaging brings added value to the finished product and is a unique way to send a signal of quality to the consumer.

Strengthen your value proposition – with your embossing

The combination of packaging design, material and text can be critical to communicate the nature of a quality product. Embossing is a unique way to reflect and enhance a unified image and branding of your product. Furthermore, it is a simple way for brand-owners to enhance the product's shelf appeal.

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*Your size.
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Strengthen your value proposition – with your size

Size is today perceived to be a liability, not an asset, as consumers' need for “right-sizing” is growing. This means new business opportunities for smaller brands and producers as well as leading brand owners.

Why size?

The ability to reach consumers in unique and time-shifting eating occasions means that brand-owners must offer a greater range of pack sizes – both larger and smaller. From one-portion sizes and on-the-go snacks to larger family size meals. Size matters and can be key when it comes to influencing consumer decision-making.

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