



*Crane not included



Studies Show:

Packaging Taps into the Hearts and Minds of Consumers

Businesses have reported a 30% increase in consumer interest when those businesses show a strong attention to packaging.

Almost 40% of overall consumers would share photos of packaging on social media if the package is interesting or gift-like.

Young adults (18-24) are even more likely to share photos of packaging on line, as many as 74%.

About 90% of consumers reuse product packaging boxes and bags after purchase.

<https://packageinsight.com/how-product-packaging-influences-consumer-buying-decisions/>

K-Box Can Unfold Extra Gift Card Revenue

Inspired by Kirigami, a form of origami folding paper art that allows paper cutting, PLI offers the exclusive Kirigami gift card box (K-Box) for retailers and other merchants looking for effective ways to increase revenue from gift card sales.

Novel and Noteworthy

Giving the gift-of-choice becomes more personal and special when customers purchase a gift card complete with interesting, attractive bonus-room packaging. K-Box is purposely designed with extra space to accommodate an add-on, just-for-you gift. Beyond the bonus-room benefit, K-box is sure to attract the attention of gift givers and the enjoyment of recipients with its unique, interactive design.

Add Even More Personality

Customize K-Box with your own graphics, or rely on the experience and expertise of PLI's creative team to develop a look and style that you'll be proud to have represent your brand. K-box's size and shape can also be modified for a total custom package.

Increase Purchase Potential

Beyond the typical 20% uplift from recipients spending more than the load value of the gift card, extra revenue can be generated from including bonus-room packaging, like K-Box, along with gift cards. K-Box is a strong motivator and influencer for customers to purchase additional add-on products.

Strategic and convenient placement of eye-catching add-on items, along with idea-generating signage and gifting examples, near your gift card displays further entices supplemental purchases.

For more information on K-Box and other packaging ideas that create appeal and sales growth for your Card Marketing Program, contact PLI.

1-800-752-1017 • www.plicards.com

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Card Marketing Solutions