



Suppliers, like companies, come in all shapes and sizes and it can be difficult at times navigating through the stream of those knocking on your door or calling you for an appointment, especially if you are a small or start up business.

Many suppliers are only interested in a sale, and once they get it, they move on to the next suspect. The best suppliers want to help an account grow their business, or move on if it's not a "good fit" for both parties.

In today's business world, and with the tremendous growth of e-Commerce, it's more critical than ever before to have the right company focusing their efforts to help you. And as a possible entrepreneur in e-commerce, you may only have one chance to "wow" your customers and you will need to get that right the first time!

When considering developing or re-designing packaging for your custom and unique product, developing a creative packaging design is critical to your success. Here are the top reasons to compare your success against and to ensure you have aligned with the right packaging company.

## **Top Reasons You Are Working With The Right Packaging Company:**

- 1) You supplier took the time to understand your business needs and confirms those needs with you company BEFORE they did anything else.
  - a. It is critical to listen to a company's needs and not push what a supplier thinks they need. That supplier then confirms those needs before taking any further steps.
- 2) They understand your "supply chain" and how every facet of that chain works.
  - a. A creative packaging design must take into consideration how high it is stacked, the humidity conditions of where it is stored, the amount of time it will sit, and how the packaging is handled, how it is shipped and where it is shipped to.
  - b. The specific Supply Chain is critical to any creative package designed.
- 3) The company acts as a TEAM and provides consistent and timely input to the customer, regardless of who is communicating.
- 4) They focus on solutions and provide options that stay within your budget constraints.

- a. They understand your budget and the importance of not designing a \$10 package when you have a \$1 budget.
  - b. They provide prototypes and samples confirming what you need.
  - c. They provide options to ensure you stay competitive and that your product stands out in the crowd.
  - d. They provide proactive information vs reactive and they understand market trends.
- 5) They promote your company within the community.
- a. They promote and support local business in the community, and your business, to determine if there any common supply opportunities for products you provide.
- 6) Doing business with this supplier is “hassle free”.
- a. They take responsibility for the product and don’t put the blame elsewhere should a reject occur.
  - b. They respond quickly when there are issues and they are easy to get a hold of.
- 7) Their website and social media pages reflect accurately how this company operates and how they help their customers.
- a. Case Studies, Portfolios and Testimonials are informative and reflect customer’s feedback while showing the capabilities of this supplier.
  - b. Suppliers and other companies talk respectfully and refer this supplier.
- 8) Your sales and profits are improving!
- a. A good supplier won’t succeed if you don’t and they use your success as a barometer of their success.

Although not every company is perfect, you need to identify the company that is perfect for you! These reasons will help ensure your products will arrive to your customers with the least amount of damage, and cost!

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