
How to Design a Rigid Box Structure

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When you plan to start developing a new rigid box, there are a number of factors which need to be considered, and your decisions provided to your packaging designer.

Here you will find a list of these factors which you can use to communicate with your designer before starting the structural design of your box.

1. Character of your product

These are factors you need to consider regarding the product you will be putting into the packaging:

- 1) Weight of the product
- 2) Dimensions of the product (width/length/height or diameter/height)
- 3) Product material and character. For example if it is fragile or easy to bend.
- 4) Function of your product. How will your end customer use it? A succinct explanation is necessary.
- 5) Is it a newly developed product or a replacement product?

2. End user and marketing

- 1) Who will use your product? Age, sex, and other main characteristics.
- 2) Which continents or countries will you sell these products to? Do they have special cultural or preferential packaging styles?

3. Sales method

- 1) Retail or wholesale?
- 2) Supermarket sales or direct mail?
- 3) When you sell, will the product be sold as a set or individually?
- 4) If by set, is set packaging required? How many pieces in one set?
- 5) If individually, will extra packaging be added during transportation?

4. Whether your packaging needs the following functions

- 1) Display
- 2) Storage
- 3) Collection (kept long-term or thrown away)
- 4) Security
- 5) Advertisement
- 6) Anti-shock
- 6) Anti-counterfeit
- 7) Waterproof
- 8) Moisture-proof

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5. Budget of the packaging

A cost goal or a budget range of the packaging will help the designer significantly when deciding on materials and processes.

6. Other

- 1) If you have preferred design styles
- 2) If this packaging needs to match other IC (Corporate Identity System) requirements. If so, IC introduction is necessary.