



NEW YEAR, NEW LOOKS: ENHANCING YOUR BUSINESS WITH CUSTOM PACKAGING

Graphic Design & Marketing | Fortuna Enterprises, LLC

After another year around the sun and another year of building your business' presence, you may be feeling that familiar itch — the desire to take your brand to the next level, even if you're not quite sure what that might look like. While there are plenty of ways to build out your brand, from custom merchandise to social media campaigns, there's an often overlooked but incredibly impactful tool at your disposal: branded packaging.

Whether you're selling coffee beans or wrapping up a to-go order, professional, custom packaging is an easy way to help your product stand out, tell a story, and leave a lasting impression on your customers.

What are the Benefits of Branded Packaging?

More than just containing your products, custom packaging is a direct way to communicate with your customers. Carefully and mindfully designed packaging is a great tool to have in your marketing arsenal, letting the product do the talking for you.

Highlight Your Values and Build Brand Recognition

Building recognition for your brand takes strategy and consistency, and packaging is a promising place to start. Use what would otherwise be bland, nondescript space to tell a story about your brand. That could be an actual story, describing the values and people that got your business here, descriptions and directions to make using your product easier, or graphic elements that communicate who you are without saying a word.

Any of these routes provide the opportunity for people to understand your company beyond a surface level. Whether you say things outright or let your branding speak for itself, good packaging can be its own selling point. Anyone can sell a product — what values does your team bring to the table that make your product the best choice?

Communicate Quality and Set Your Goods Apart

From the moment they lay eyes on your product, consumers will start to form an opinion of your brand, for better or worse; homing in on a high-quality design is probably the fastest and most reliable way to make sure it's a good one. No matter how excellent your product is in action, that shouldn't be the only way to show the caliber of what you have to offer, nor to display the legitimacy of your business.

It's probably rare that people will have the opportunity to try your product before purchasing or do a head-to-head comparison of different brands. Packaging that is artfully designed and well-made signals to customers that you care about how your brand comes across and, in turn, care about the quality of the goods you're putting out into the world.

Drive Further Interactions with Your Brand

Any open space on your product's packaging is essentially free real estate for marketing yourself further. If you don't let your customers know how to find and interact with you, whether online or in person, you've decreased your chance at obtaining a new, loyal customer. Depending on where you want to drive traffic, a link to your website, social media, or business address can be a perfect way to make your brand readily accessible.

Keep in mind that you don't want to overwhelm consumers with too much information, either. Packaging that looks cramped and busy can be just as off-putting as questionable quality. It's important to strike a balance that speaks to your brand without compromising aesthetics.

What Options Are Out There?

Bags, boxes, packing tape, tissue paper, labels, stickers, bottles, ribbons — there are endless opportunities for customizing your goods, and plenty of cost-effective solutions to make it less overwhelming. Anything that makes it to your customer's hands is a chance to put your name out there.

Case Study: Nick's Dog Treats & Coffee Brew

Making the most of your packaging doesn't have to be complicated or break the bank, with a great example being one of our Graphic Design Team's latest projects: coffee packaging for Nick's Dog Treats & Coffee Brew.

Based out of Augusta, Wisconsin, Nick's was started in 2018 by the mother of a young man with cerebral palsy. After seeing the difficulties her son would face in finding employment, Nick's mother decided to start their own dog treat business — providing new opportunities for Nick and other disabled individuals to find employment and connection with their community.

The owner reached out to our graphic designers to pursue a cost-effective but professional way to package their coffee beans. Using and building upon their preexisting brand, our designers focused on creating something not only eye catching, but also strategic for the brand at large.

The final design uses the brand's lime green as a base, playing up the youthful and energetic feeling their branding gives off. Wrapping around the bottom are custom illustrations picturing people and their dogs. This element acts as a fun aesthetic choice, but the smaller details also help communicate Nick's focus on community, diversity, and inclusivity. As a nod to the faces behind the brand, the bag includes an illustration of Nick, his mom, and their beloved family dog.

Beyond the artistic choices, the written content of the bag is also a carefully thought-out way to communicate brand values and add legitimacy to the product while staying cost effective. The product information is purposefully vague enough to cover their entire coffee collection; each roast is distinguished by a clear label, preserving the seamless look of the packaging while only having to print different labels, not completely different bags.



With such strong values to back up their business, the client wanted to have a section where they could include their brand story and give more information on the coffee. Following that, a call to action makes sure people know where they can go to find more information.



Let 2026 Be the Year Your Packaging Shines

Whether it's communicating with words or with graphics, custom packaging brings context that otherwise wouldn't be there — a look at the business and what it stands for, aesthetics that match the feeling they're trying to portray, and text that encourages people to dive deeper.

Our Graphic Designers and Project Managers are ready to bring your custom ideas from ideation to reality. If you're ready for your brand to take that next step, reach out to us today at graphics@coffeeshopsolutions.com.