



 **SIERRA**  
COATING TECHNOLOGIES LLC



**Helping Brand Owners Shine:**  
**The Silver Box Advantage**

# Helping Brand Owners Shine: The Silver Box Advantage

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Developing a successful brand is a challenging endeavor. It takes immense creativity and planning to develop a product that not only adds value to consumers' lives, but is well-received throughout the market. Brand owners typically have a clear vision of the functionality of their product; the same cannot be said about product packaging.

Successful products need a great value proposition for long-term sales; however, the design of the product—including the physical appearance of the packaging—is equally important. Attractive packaging is a low-cost form of advertising for your product.

Choosing high visibility product packaging is often viewed by brand owners as a low priority, or it is overlooked completely; this is a critical mistake, since product packaging is the first thing a prospective customer will see in stores. Also, retailers prefer to display products with attractive packaging to improve the atmosphere of the store and drive sales.

Retailers have long understood that the most popular products are those that consistently catch the interest of potential customers. Brand owners should think of packaging as a proverbial fishing lure. The goal: to draw the target audience to your product. Customers are sure to remember and find the product in the aisle when it is time to make a purchase.



# Elevate Brand Recognition

Sierra Coating Technologies LLC has developed a **silver folding carton grade made with Metalized Polyester (MET-PET) film** laminated to SBS board stock. This film provides exceptionally high surface shine and lamination quality.

At Sierra, we believe that the most effective way to attract attention to a product is to utilize a brilliant, glistening finish. Sierra's silver MET-PET film gives your product a professional edge; its enticing shine works well for packaging and brand elevation.

## Silver MET-PET Product Specifications:

- Bright metallized polyester film with permanent adhesion to SBS board
- Clear coat for printing ink adhesion
- Laminated to the coated side of C1S SBS board
- Board thickness can range from 8pt to 24pt (0.008" to 0.024")
- Sold in rolls up to 60" wide and 60" in diameter
- Can be sheeted to size
- All products are made to order



# The Value of Packaging

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Customers are quick to associate brands with the appearance of product packaging. Once a customer is inside a store, you'll have to depend on the packaging to advertise your product. When a customer begins browsing the aisles, every other brand is competing for that sale.

Globally, 31% of consumers believe that packaging influences their overall satisfaction with a product, and 37% of consumers have tried a product simply because the packaging caught their eye. This is a clear sign that first impressions of a product are important.

People form lasting impressions within milliseconds of viewing a product, prior to the occurrence of any cognitive activity. If a product jumps into a customer's subconscious, that person is more likely to take a closer look, at the very least. Moreover, this first impression can be a more persistent memory than any detailed product information.

An attractive package also increases consumer expectations. Research has shown that high expectations are positively correlated with how a customer perceives a product. In other words, consumers will generally be more satisfied with a product they perceive to be of high quality. Brands are built upon repeat sales, and stunning packaging helps consumers remember your product the next time they go shopping.

Marketers invest money in eye-catching logos, brand names, and colors, all for the chance to get on a store shelf. While we can't help you with your logo or your brand name, Sierra can provide you with a truly unique packaging material.

## Potential Applications

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Many great American brands already use silver in their design or packaging with great success. Silver film is often used for products that are purchased on a bimonthly to semiannual basis. The logic is that a customer that has trialed the product will easily find it again; it's hard to miss such an interesting, shiny package on store shelves.

Silver and metallic finishes also tend to be associated with premium products. Silver film can be used to simply add value over standard printed folding carton. The small increase in per package material costs can pay dividends by helping to positively impact brand perception and increasing overall product profitability.

**If you'd like to learn more about Sierra Coating's silver MET-PET packaging film, please don't hesitate to contact us today. Additionally, we invite any interested consumers to request a sample—our team creates each product to order, and a sample will help you determine if our products are right for you.**

