

# 9 Custom Packaging Products & 53 Ways to Use Them

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## 9 Custom Packaging Products and 53 Ways to Use Them

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### #1 – NEW Custom Printed Food Bags



Branding your restaurant is not just something that's reserved for your advertising and marketing material, it's something that should permeate everywhere. It should appear on anything and everything that has your food associated with it, including your [food bags!](#)

For example, if someone is carrying a to-go bag with your logo on it, it is like having a walking billboard. If someone is eating a hot pretzel as they stroll through the food court, or sitting at a table munching on fries, your logo should be the first thing that others notice. People will see the **food bags** and immediately begin to associate the delicious food they're looking at to your restaurant. If they start craving a hot pretzel, or thinking about bringing home take-out, the logo on that pretzel bag or to-go bag will be the place they think of going!

[Custom printed food bags](#) will allow your logo to be displayed on the packaging

for various types of food or merchandise. They can be printed in up to two colors, including blue, red, green, and black. Here are some of the many uses for custom printed food bags:

- Merchandise bag
- Hot Dog Bag
- French Fry Bag
- To-go Bag
- Sub sandwich bag
- Hot Pretzel Bag
- Breadstick Bag
- Cookie Bag



**Make sure your logo is seen by everyone who enjoys...or sees someone enjoying...your food! Call (888) 878-0423 or [contact us](#) about [Custom printed food bags](#) to Get a Free Price Quote today!**

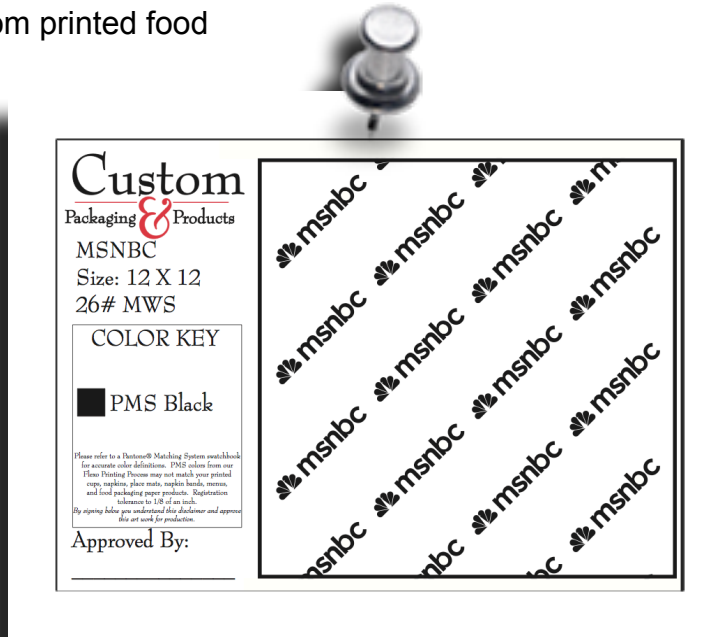
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## #2 – Food Wrap & Sandwich Wrap Circles

If you really want to make your food trays stand out, and have your logo be remembered, consider trying [custom printed sandwich wrap](#). This **food wrap** is printed with your logo, and is used for effective branding as well as food presentation.

In fact, you may have seen our custom printed food wrap if you happened to be dining at the recent [2010 White House Correspondent's Association dinner](#) (hey, you never know!) The wrap was printed with MSNBC's logo, and used for food presentation and branding.

Printed food wrap continues advertising for you far beyond the food tray. Think about the times you've seen a discarded food wrapper from your favorite food spot. Or, maybe the **food wrap** held a type of food that you've been craving. It often leaves you wondering where you can get that delicious item. Ensure that everyone knows where the delicious food came from by using custom printed food wrap.



There are numerous uses for custom printed **food wrap**, such as:

- Sandwich Wrap
- Weddings
- Promotional Campaigns
- Birthdays
- Bar & Bat Mitzvahs
- Plate liners
- Basket Liners
- Pizza Liners
- Food Presentation



**Make sure your logo is seen by everyone who enjoys (or sees someone enjoying) your food!**

**Call (888) 878-0423 or [contact us](#) about [custom printed sandwich wrap](#). to Get a Free Price Quote today!**

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### #3 – Kraft Paper

“Kraft” is derived from the German word for “strong”. So, as you may already be aware, **Kraft Paper** is the hercules of paper! It is a sturdy, machine made paper created using



wood pulp. It also incorporates sulfate in the conditioning of the pulp, which adds to its strength. The wood pulp is pulverized and blended into large sheets of strong, brown wood filament. Therefore, natural Kraft paper is brown in appearance, however, the product can be bleached to create a range of shades from brown to pure white.

In addition to its versatility and strength, **Kraft paper** is also eco-friendly! Using this type of paper in your food presentation is a great way to lower the amount of impact you have on the environment. Paper, since it's derived from trees, decomposes when exposed to weather. This means it leaves no permanent residue or fragments in landfills! In addition, many paper

manufacturers grow tree farms in a controlled fashion. This means that the natural habitats of animals and forests are not destroyed in the process.

**Kraft Paper** has a number of uses, and we provide you the option of purchasing it in sheets or rolls, depending on your needs. Here are a few of the ways you can utilize Kraft Paper in food service:

- Food presentation
- Plate presentation
- Table Runners (you can write the menu specials in a fun, unique way for all to see...or let your guests doodle right on the table!)
- Basket Liners
- Sandwich Wrap
- Meat Wrapping
- Pizza Liners

**Call (888) 878-0423 or [contact us](#) about [Kraft Paper](#) to Get a Free Price Quote today!**

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### #4 – Custom Printed Deli Paper (Sheets & Rolls)

The unconscious mind is a terrible thing to waste! Our unconscious mind is always at work, making connections and storing information, as we stand idly by with no idea what is going on in the inner-workings of our brain. In the food service industry, it is important to take advantage of these unconscious mind games (don't worry, people will appreciate you for it!) What do we mean?

Well, imagine that you are sitting down to a delicious, juicy cheeseburger and basket of fries, or an amazing cuban sandwich. Perhaps you are on vacation, or trying out a new restaurant that's in a different part of town. You sink your teeth into the sandwich and discover that it is one of the best you've ever tasted! As you munch away on your fries and finish off your burger or cuban, you are constantly looking at the basket liner it sits in, or the [deli paper](#) it was wrapped in. In fact, with every bite, your brain is registering the logo on the liner.

Now, jump ahead a few months. Someone is asking you where they can get a good cheeseburger. Or, maybe they're vacationing to the same spot you were at, and asking for recommendations of where to eat. Unless you've made a point of writing it down somewhere, your conscious mind has most likely forgotten the name of the restaurant. However, your unconscious mind was diligent about storing the image of that logo that you repeatedly saw with every bite. Amazingly, the name of the restaurant comes to your conscious mind, and you are able to recommend it to someone else! As all food service professionals know, word of mouth advertising is GOLDEN! Which is one of the reasons why your logo on custom printed deli paper is so very, very important. Take that same unconscious branding scenario, and apply it to any of the following uses for [custom printed deli paper](#):

- Sandwich Wrappers
- Deli Wrappers
- Basket Liners
- Donut paper grabbers
- Weddings
- Promotional Campaigns
- Birthdays
- Bar & Bat Mitzvahs
- Cookies paper grabbers
- Candy paper grabbers
- Pretzels paper grabbers
- To Go Box Liners
- Food & Plate Presentation



**Make sure your logo is seen by everyone who enjoys...or sees someone enjoying...your food! Call (888) 878-0423 or [contact us](#) about [custom printed deli paper](#) to Get a Free Price Quote today!**

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### #5 – Custom Printed Hot Paper (Sheets & Rolls)

Mmm...remember the burger & fries we talked about in #4? Well, you can't have a warm, delicious burger & fries without a little grease! That's where [hot paper](#) comes in handy. This paper will still have your logo custom printed on it, so it will serve to create that unconscious branding. However, it will also serve a dual purpose by absorbing the grease and containing the heat.

This type of hot paper holds heat just as long as foil, so is a great alternative to foil paper, which does not absorb the grease (and is not as environmentally friendly!) In addition, this is **microwavable paper**, so it makes it easy for people to reheat

your delicious food and still be eating from the paper with your logo on it. (Branding it into their minds!) Hot paper also produces NO sweating and no de-laminating!



Here are just a few of the many uses for [custom printed hot paper](#):

- French Fries
- Burgers
- Onion Rings
- Wings
- Fish & Chips
- Corn dogs
- Funnel cakes
- Any hot or greasy food!
- Replaces Cushion Foil Uses

**Keep your food steaming hot and make sure your logo is seen by everyone! Call (888) 878-0423 or [contact us](#) about [custom printed hot paper](#) and all your other [custom packaging and product](#) needs. Get a Free Price Quote today!**

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### #6 – Custom Butcher Paper (Sheets & Rolls)



The best fresh fish or quality cut of meat is always wrapped in butcher paper. Why not use this sign of freshness as a marketing tool? With [custom printed butcher paper](#), people will associate you with the freshness of their meat or fish. As people slowly unwrap their thick, juicy cut of steak or fresh filet of fish, they will be looking at your logo and making that association of your brand to their perfect cut of meat.

With your logo on the [butcher paper](#), the next time someone is ready to grill out, or prepare a nice dinner, they will much more easily remember where to get their fresh fish or meat. The marketing from this custom printed butcher paper also extends to any friends or relatives who may be helping them cook, or any onlookers who are hanging out grill-side. The place where the host purchased the meat may not come up in conversation, but if it's printed on the paper, it becomes unspoken knowledge of the guests.

Uses:

- Sandwich Wrap
- Plate & Table Presentation
- Wrapping meat & poultry

**Make sure your food is fresh and your logo is seen! Call (888) 878-0423 or [contact us](#) about [custom printed butcher paper](#) and all your other [custom packaging and product](#) needs. Get a Free Price Quote today!**



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### #7 – Personalized Wrapping Paper

To give is better than to receive! However, when you have **personalized wrapping paper**, you'll be receiving free marketing every time you give.

Gift giving is a long time tradition that brings warm & fuzzy feelings to the giver, and excitement of something new to those who receive. The wrapping of gifts only adds to that excitement! Here's a little history lesson...

Gift wrapping began in Victorian times, when elaborate card making eventually turned into elaborate wrapping papers for presents. The widespread popularity of wrapping paper came along with the invention of the printing press, allowing designs to be reproduced in mass quantities. Since then, the trend has taken off!

With [custom printed wrapping paper](#), you can incorporate the branding of your business into the grand tradition of gift giving. Your personalized wrapping paper can be used for:

- Gift Presentation
- Store Identification
- Brand Identification

When it comes to gift giving, here are a few tips that will help you be remembered fondly:

1. **Give them something they want** - Don't superimpose your ideas of what you like onto them. Paying close attention to other's interests is the key to finding appropriate gifts.
2. **Be specific** - Don't waste time and money on something generic. Try to think of a gift that is geared specifically toward their interests or a particular event.
3. **Don't buy something someone would buy for themselves** - The best gifts are not always the most obvious, so you have to pay close attention to hunt them down. The best gift givers go out of their way to look at everything as a potential idea for a gift – this is often what makes their gifts so unique and unusual.
4. **Keep to a budget** - Don't spend more than the other person would be prepared to spend, and stay within a reasonable budget for yourself.
5. **Don't skip on the presentation!** - A gift is as good as its wrapping! (especially if it's custom printed personalized wrapping from your store!)
6. **Keep it simple** - Usually the thoughtful or unique gifts are just as appreciated as elaborate gifts.

**Let your branding stand out in your gift presentation! Call (888) 878-0423 or [contact us](#) about [personalized wrapping paper](#) and all your other [custom packaging and product](#) needs. Get a Free Price Quote today!**



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### #8 – Custom Labels And Stickers

Who doesn't love stickers! Even when they're used for business and practical purposes, there is something about that sticky paper that brings out a glimmer of childlike fun. Since we gave you a history lesson about wrapping paper, we saw fit to educate you about the origin of [stickers](#) as well.

There are several theories about the history of stickers, from ancient Egyptians advertising market specials, to the Department of Defense labeling dangerous items. However, we think that it was European advertising gurus in the early 1880s that truly brought the sticker into popular existence, using them primarily on fruit. Because of competition among orchards, **stickers** were used by owners to draw attention to their fruit, by sticking labels to the side of cedar crates. Stickers were also used commonly on cigar boxes and vegetable cans. Of course, these **stickers** of yesteryear were not the self-adhesive stickers and labels we use today. They were the "lick and stick" version that is still used in some postage stamps. The self-adhesive labels were created in 1935 by R. Stanton Avery. (Yep, as in Avery office products!)

Custom stickers and labels are a quick, easy way to attach your branding to virtually any product. They also allow you to share information, such as ingredients, product description, price, UPC labels, etc. Custom stickers allow you the flexibility to be as creative as you want, at a very affordable price.

The list of uses for custom labels and **stickers** are endless! Here are just a few:

- Food Labeling
- Logo Branding
- Printed clothing labels
- Printed Mailing Labels
- Pre-printed labels
- Printed Fabric Labels
- Custom Beer Labels
- Custom Wine Labels
- Custom Band **Stickers**
- Custom Logo **Stickers**
- Custom Round **Stickers**
- UPC Seals
- Nutritional Information
- Product & Price Information
- Prep Instructions
- Sandwich Wrap Closure



Keep it simple and creative with [custom labels & stickers](#)! Call (888) 878-0423 or [contact us](#) for all your [custom packaging and product](#) needs. Get a Free Price Quote today!

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### #9 – Custom Printed Freezer Paper

So, what exactly is **freezer paper**?

It is a lifesaver for your food!

Created for the purpose of wrapping foods in preparation for freezing, **freezer paper** is a thick, durable paper that provides a barrier to air and moisture.

This protects the quality, flavor, and nutrition of foods during freezing.

It is also easy to write on, so that dates and food can be easily identified.

Custom printed **freezer paper** is ideal for maintaining your branding on frozen foods!

In addition to frozen food, freezer paper has a number of other uses, such as stenciling, quilting fabrics or protecting counters and lining shelves and drawers.

Remember, your logo and brand should be permeating all food that you provide, including the freezer items!

Custom printed **freezer paper** will allow you to do just that.

Here are just a few of the uses for **freezer paper**:

- Wrapping meat
- Wrapping poultry
- Sandwich Wrap



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**Custom Food Service Papers**  
& Specialty Printing

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**Keep your food safe in the freezer, while maintaining your branding with custom printed freezer paper! Call (888) 878-0423 or contact us for all your custom packaging and product needs. Get a Free Price Quote today!**