

EXAMPLE PACKAGING



Packaging Selection Handbook

2026 Edition — Choosing the Right Container

A practical handbook guiding buyers from product characteristics to the right container, closure and decoration combination.

Metal & glass packaging manufacturer and exporter — aluminum tins, metal closures, glass jars and matching components. Custom printing and bulk supply.

1. Start With the Product

Define the physical state (solid, powder, paste, liquid), required barrier (light, moisture, oxygen) and fill weight. These three factors narrow the container family immediately.

2. Match the Container Family

Product form	Recommended	Why
Dry powder	Round tin + press lid	Moisture barrier, stackable
Balm / paste	Shallow tin	Finger access, resealable
Candle wax	Deep round tin	Heat tolerance, flat base
Liquid	Glass jar + lug cap	Inert, vacuum seal
Gift set	Square tin + insert	Presentation, nesting

3. Choose Decoration by Channel

Retail on-shelf visibility favours foil stamping and spot UV; e-commerce favours durable matte finishes and clear product photography; industrial buyers prioritise barcode legibility and cost.

4. Validate Before Scale

Always run a fill and transit test with your actual product before full tooling. This confirms seal, stack and drop performance under real logistics.

5. Cost Levers

Capacity standardisation, single-colour decoration and stock sizes are the fastest ways to reduce unit cost without losing brand impact.

Use this handbook alongside the Packaging Specification Template when briefing a supplier.