

# Packaging & Labeling Handmade Art / Hand Crafts for Retail Sales

## ***Why Packaging Matters***

Good packaging protects your artwork, communicates your brand, and helps retail stores sell your product. Professional packaging also builds trust with customers and makes your art gift ready.

### ***1. Protect Your Artwork***

- Use sleeves, boxes, tubes, or backing boards depending on the type of art.
- Choose materials that prevent bending, moisture damage, or scratching.
- Ensure Packaging is easy for customer to view, but difficult to damage.
- Look at the finished item like a customer would, is it appealing or sale worthy?

### ***2. Make It Retail Ready***

- Ensure packaging can hang on a peg hook or sit neatly on a shelf.
- Keep packaging consistent across your product line.
- Use clear packaging so customers can see the artwork if applicable.
- Include a barcode if the retailer requires it.

### ***3. Labeling Essentials***

| Label Element                | Purpose                                                               |
|------------------------------|-----------------------------------------------------------------------|
| Artist / Brand Name          | Helps customers remember and find your work again                     |
| Product Title or Description | Explains what the item is (example: 'Hand Painted Bookmark')          |
| Materials Used               | Useful for handmade and artisan products                              |
| Care Instructions            | Tells customers how to maintain the product.                          |
| Country of Origin            | Often required by retailers not required for hand made items.         |
| Website / Social Media       | Allows customers to follow or reorder                                 |
| Barcode / SKU                | Helps stores track inventory, leave space for store to apply pricing. |

### ***4. Branding Tips***

- Use consistent colors, fonts, and logo.
- Add a small story about the design if applicable.
- Include a thank you message to create connection with customers.
- Consider eco friendly packaging to appeal to modern buyers.

### ***Quick Retail Checklist***

- My artwork/product is protected from damage.
- My packaging displays the product clearly.
- My label includes all key information.
- I have left a space for price labeling
- My brand identity is visible.
- My packaging fits store display systems.

Tip: Visit local retail shops and study how similar products are packaged. Professional presentation helps your handmade art compete with established brands.