

THE

SQUARE

GOLF BALL



November 14, 2014

Packaging Pros And Cons

The Square Golf Ball can be purchased with or without packaging. Retail, or direct web site sales will always have The Square Golf Ball arriving in a package, unless it is a completely custom imprint. The package serves as protection in the mail system, plus the insert card contains important information which the end recipient should be aware of. Many times a person will review our web site and make a purchase, with that unit intended for someone else. That end recipient very well may have never seen our site, and/or have knowledge about The Square Golf Ball. The insert card helps to educate in these situations. Corporate buys never contain an individual package, because the units are not intended for resale, but are intended as give-away items – branded with company logo and/or information. And for the retailer, they can purchase either with or without a package. The package again provides protection, plus acts as a theft deterrent. The package also contains a UPC code. And for buyers who are giving this as a gift, a packaged product seems to be more appropriate. But, the reason some retailers elect to not use a package is to save space. A packaged item takes up far more physical space than a cube alone, plus the package needs to hang. Non packaged units can easily be stacked, or spread out on a counter for an interesting display. The store may elect to not use UPC codes at all, or may put a small label on each unit with their own in-store identification number for use at checkout. Our opinion is that everyone except corporate, organizations, golf courses, etc should opt for the packaging.

