

# The Gift of Packaging

By Eric Faber, Founder & CEO, Packaging Resources    December 2025

As the holiday season arrives, businesses everywhere focus on gifts—what to give, how to present them, and how to create moments that feel meaningful. In this rush, packaging is often treated as an afterthought: a box, a bag, a wrapper, a cost.

But in reality, **packaging is the gift before the gift.**

For brands, packaging is not just protection or compliance—it is communication, experience, and memory. During the holidays, when emotions run high and expectations are elevated, packaging becomes one of the most powerful tools a brand has to stand out, connect, and be remembered.

## Packaging Is the First Impression—And the Lasting One

Before a product is used, tasted, worn, or shared, it is *opened*. That moment matters.

Holiday packaging creates:

- Anticipation
- Emotion
- A sense of care and quality
- A signal of brand values

Whether it's a beautifully designed retail box, a thoughtfully packed e-commerce shipment, or a premium unboxing experience, packaging sets the tone. It tells the recipient, *"This was intentional."*

And intention is the currency of the holidays.

## Packaging as a Storytelling Tool

Great packaging doesn't just hold a product—it tells a story.

During the holidays, that story can reflect:

- Craftsmanship
- Sustainability
- Heritage and tradition
- Innovation and modern design
- Gratitude toward customers and partners

Color palettes, textures, materials, typography, and even how a package opens all communicate something. Smart brands use seasonal packaging not as a gimmick, but as a **narrative extension of who they are**.

## The Rise of Sustainable Holiday Packaging

Today's customers are more aware than ever. Excess, waste, and unnecessary materials can undermine even the most beautiful presentation.

The gift of packaging in today's market also means:

- Right-sizing to reduce waste
- Recyclable, compostable, or reusable materials
- Clear sustainability messaging
- Designs that feel premium *without* being wasteful

Sustainable packaging is no longer a compromise—it's an expectation. Brands that get this right send a powerful message: *we care beyond the sale*.

## Packaging as a Business Strategy, Not a Cost

Too many organizations still see packaging as a line item to be minimized. In reality, it is one of the most cost-effective brand investments available.

Well-designed packaging can:

- Increase perceived product value
- Reduce returns and damage
- Improve operational efficiency
- Strengthen brand loyalty
- Drive repeat purchases and word-of-mouth

Especially during the holidays, packaging often determines whether a product feels forgettable—or gift-worthy.

## The Unboxing Moment Is the New Storefront

In a world dominated by e-commerce, the box that arrives at someone's door *is* the storefront.

Holiday unboxing moments are shared on social media, passed around offices and homes, and remembered long after the season ends. Packaging has become a form of marketing that customers willingly distribute for you—if you give them something worth sharing.

## The True Gift of Packaging

At its best, packaging delivers more than a product:

- Confidence in the brand
- Trust in quality
- Pride in giving
- Alignment with values

That is the true gift of packaging.

This holiday season, the most successful brands will be the ones that recognize packaging not as an expense—but as an experience, a strategy, and a promise.

Because long after the wrapping paper is recycled and the decorations come down, **the brands people remember are the ones that made them feel something from the very first touch.**