

# The 5 simple reasons why paper-based tubes are perfect for premium gifting

With a wide range of packaging options available for premium goods, knowing how to find the right one to elevate your product, and meet your business sustainability goals can be a challenge, even for the most experienced buyers.

Discover the 5 key reasons why paper-based tubes are the gift that keeps on giving and how they can future-proof your business, enhance your reputation, and drive sales in the highly competitive premium drinks sector:

1



## Drive Sales with wow factor print to stand out on shelves and screens

Packaging with high-quality and intricate artwork gives a competitive and eye-catching edge helping them stand out on shelves and online, supercharge appeal and add perceived value to your products within.

This competitive advantage gives your product a better chance of instantly grabbing consumers' attention, making paper-based tubes particularly perfect for gift-givers and helping your sales to soar.

## Delight customers, enhance your reputation and increase loyalty

Paper-based tubes are essential for product protection. They keep your products safe during transit and are available to fit most bottle sizes.

This protection enhances consumer satisfaction by ensuring products arrive in perfect condition, offering a positive, more memorable, and shareable unboxing experience. Nearly half of UK shoppers\* think the importance of packaging in the unboxing experience is high, so paper-based tubes help give consumers what they want from the brands they buy from.

2



## Achieve sustainability goals and deliver on key consumer drivers

Premium gift tube packaging is 100% recyclable, eliminating the need for any plastic.

This commitment to sustainability aligns with the demands of eco-conscious consumers, 75% of which\*\* are more likely to purchase from brands that offer sustainable products. Paper-based tubes are the ideal choice for consumers looking to buy from environmentally responsible brands who are actively reducing their impact on the planet for a greener future and offering easy to recycle packaging.

## Raise brand awareness and take gifting to the next level

Luxury gifting tubes are bespoke to fit your brand's needs. Available in various sizes, prints, colours and decorative finishes, these tubes are designed to showcase your brand perfectly, adding value to your product and enhancing the customer experience.

Ideal for spirits, champagnes, liqueurs and more, these tubes provide an excellent opportunity to elevate premium drinks gifting experiences.

4



5



## Premiumise products and maximise profits

Premiumisation in the drinks industry reflects a growing consumer desire for high-quality products, with 31% of UK shoppers prioritising quality when they shop, including 43% of consumers aged 25 to 34\*\*\*.

Paper-based tubes elevate your product by providing a premium packaging solution that boosts the perception of your brand and leaves consumers feeling like they're getting value for money, keeping them returning for more.

Sources\*Internet Retailing\*\*Deloitte\*\*\*Ideagen

Say cheers to premium paper-based gift tubes that elevate your brand.

Discover more by visiting: [smurfitkappa.com](http://smurfitkappa.com)