

PACKAGING DECISION GUIDE: SCREEN PRINT VS. LABELS

Choosing how to decorate your packaging impacts cost, durability, production, and brand perception. This guide helps you make clear, informed decisions.

Step 1: Define Your Goals

- Is this a test or long-term product?
- How important is durability?
- Will your design change frequently?
- What level of finish fits your brand?

Step 2: Choose a Decoration Method

Screen Printing:

- Durable and integrated
- Best for long-term and higher volume

Labels:

- Flexible and lower upfront cost
- Ideal for testing and smaller runs

Step 3: Understand Risks

Common issues include poor adhesion, scratching, color inconsistency, and misalignment. These often appear after production, not during sampling.

Step 4: Know What Drives Cost

Cost is influenced by:

- Number of colors
- Design complexity
- Order volume
- Container type
- Color matching

Step 5: Plan for Production

Test with real containers, consider handling and filling conditions, and plan for consistency across batches.

Quick Decision Guide

Choose Screen Printing if:

- You need durability
- You have stable designs
- You are scaling production

Choose Labels if:

- You need flexibility
- You are testing
- You want lower upfront cost

Checklist

1. Expected production volume
2. Frequency of design changes
3. Durability requirements
4. Container compatibility
5. Brand positioning
6. Scalability plans