

## Your Source for Blister Cards

Packaging design has a big impact on the overall marketability of your product. One simple packaging format is a blister card, which is basically a cardboard display with a plastic bubble over it containing the product. For things like pharmaceutical packaging materials, this increases the shelf life of the product, and for consumer goods it makes the product easily visible to consumers. This makes it easy compare to competing goods, and gives designers the chance to grab people's attention at first sight. This type of packaging can be used in anything from children's toys to nails and screws to beauty products and fashion accessories!

The benefit to blister cards, for consumer goods is, that most of the cardboard remains visible, giving a graphic designer free reign to design something that best shows off the product. One thing to remember when creating a design for blister cards is not to load it up with too much information! It's best to keep it to a few bullet points about the product at most. This is because blister cards are usually (not always) used for small products, and it's easy to turn potential buyers away with overwhelming amounts of information.

Blister cards can work in conjunction with point of sale displays, or other custom retail packaging & marketing devices. The possibilities are endless. Let Lodner Printing, your family-owned NYC Custom Packaging experts, print your custom blister cards with the expertise that comes from over 25 years of experience.