



# THE GIFT OF GIFT WRAPPING

## How in-store gift wrap increases sales and brand loyalty

Gift wrapping serves two purposes; firstly, it helps your customers deliver a gorgeous gift to their recipient without having to take it home and wrap it themselves and secondly it gives you an opportunity to incorporate some of your own branding into the gift wrap to really build brand advocates.

To help inspire your gift wrap range, we' teamed up with Neelam Meetcha, the UK's most acclaimed creative paper and gift wrapping artist, to offer you some expert advice on how and why to consider incorporating gift wrapping in-store:

**Tip 1 :** The choice of gift-wrapping makes a statement about the quality of the product inside so if you've got a higher priced item, consider using luxury materials and incorporate exquisite details such as branded stickers and ribbon. Great packaging creates excitement for both the buyer and the gift recipient - think of the packaging as part of the gift and every layer that the recipient unwraps is building the suspense for what's inside.

**Tip 2:** Time is of essence when stores are busy but there are really simple things you can do that add a bit of luxury without taking up too much time. For instance, a layer of tissue paper inside a luxury paper bag or closing the bag with a branded sticker are perfect for a quick, simple, and effective gift-wrap solution when the queues are long.

**Tip 3:** In-store gift wrapping also gives your staff an opportunity to speak with your customers during the wrapping process - this is a key part of building rapport with customers.

**Tip 4:** Finally, Neelam's top tip; create beautifully wrapped products and strategically place them around your store, this adds value to your customers shopping experience and increases sales, the customer has bought the service before they even reach the tills!

The team at Duo UK can help you to select gift wrapping items to compliment the brand experience you want to create and suggest materials, prints and finishes that are within budget. Most importantly though - our team are on hand to advise on packaging that helps increase sales and repeat business as well as to advise on lead times and re-order points to avoid shortages and express shipping charges. Contact the Duo team today on 0161 203 5767 or email [enquiries@duo-uk.co.uk](mailto:enquiries@duo-uk.co.uk)

For more information about Neelam and her gift wrap services visit: [www.giftwrappingcourses.co.uk](http://www.giftwrappingcourses.co.uk)