

Types of Folding Boxes and Their Applications

Folding boxes are available in various types, each of which serves different needs. They can be used for products of all shapes and sizes and perform different functions. Despite their variety, one characteristic that all folding box packaging share is that they are flat before being assembled, helping to make it easier to transport and store.

Product Boxes

Product boxes are probably the most common type of folding box you will find, and they play a very important function.

Product boxes are often what attracts a person to a product in the first place. Therefore, they need to have shelf impact to help them stand out from the competition, and they also need to make it easy for consumers to recognize the brand. Surveys have shown that around [**72% of shopping decisions**](#) are influenced by packaging, making it important to pay attention to the design.

Product boxes can vary considerably from one product to another. They can come in pretty much any size and shape, and there is no limit to the variety of printed designs. Product boxes are usually made from paper or cardboard, which are sustainable and popular materials among consumers.

Although folding boxes might sound rudimentary, they are flexible in how they can be used and have been used to make some very impressive designs.

Types of Folding Boxes and Their Applications

One fine example of what can be achieved with folding product boxes is this design for clothing company [H&M](#).



[Image source](#)

Although it's a simple design, the box looks great and helps to enhance the experience for H&M's customers. This example shows what you can achieve with folding product boxes using just a little imagination.

Mailer Boxes

Mailer boxes are used when a product is being sent to customers by mail and when the product is being stored. One of their main functions is to help protect the product inside, so they are usually made from rigid cardboard or a similar material. Mailer boxes also tend to be uniform in shape to make it easier to store them when in transit and storage.

Although mailer boxes are designed to be robust, they can also offer aesthetic appeal. Mailer boxes can be used to help enhance the unpacking experience, and they are often reusable, adding further value and improving sustainability.

This example from Let Em Have It Salon demonstrates how mailer boxes can be functional in addition to looking great.



[Image source](#)

The example above demonstrates another function mailer boxes can offer – personalization. Consumers value personalized products, and a 2018 survey showed that around [**80% of companies**](#) saw an upturn in business after personalizing their products.

Shipping Boxes

Shipping boxes provide an entirely practical purpose: to store and protect products during transit. They are often made from corrugated cardboard for additional robustness for protection.

Although shipping boxes are designed with sturdiness in mind, they can also serve an aesthetic purpose. Even shipping boxes can help with a company's branding and marketing, especially considering the rise in ecommerce means more shipping boxes are being sent directly to end customers.

Summary

Of the numerous types of folding boxes available, those mentioned above are the most used. Their use has surged in recent years, thanks largely to the rise in the ecommerce market, boosted by the pandemic. This increase in demand is likely to stay for the foreseeable future, meaning there are plenty of opportunities in the folding box packaging industry. If you want to get involved, the team at SinaLite will be delighted to help you get started in the market. Check out our selection of folding box products to learn more.