



**Morgan Chaney<sup>®</sup>**

Packaging That People Notice<sup>®</sup>

programs



## Creative Custom Packaging

Businesses large and small have unique personalities that are often expressed in the artistic style and presentation of their packaging. Every company desires to project the right identity, and printed packaging can be a powerful tool to achieve that goal.

Morgan Chaney is here to help you navigate the custom packaging process from start to finish. Our goal is to supply the best packaging products possible and provide outstanding customer service.





## Custom Packaging

If you are seeking fully customized packaging with unique features, then full custom packaging is the best option for you. With custom packaging, the materials are printed before being converted into the final product. This process allows for printing and special finishes on any part of your packaging, inside and out.

Custom packaging requires larger quantities than semi-custom packaging, but it also allows for advanced customization. With custom packaging you can get exactly what you want.



## Semi-Custom Packaging

Semi-custom packaging is the best option for smaller quantity orders, or if you need custom packaging with a shorter lead time. With this technique, we print on products that have already been made. Printing methods include hot-stamping, digital printing, and ink printing.

There are many options of in-stock products and colors to choose from.

There are some printing limitations with semi-custom packaging, including the print area and the number of colors that can be printed. However, most people can hardly tell the difference between a custom product and a well-made semi-custom product.



*From this to...WOW!*

## Design Services

Creative graphics are an essential component of any branding campaign, including your custom packaging. Morgan Chaney's design studio can assist you in creating the packaging you want, while helping you visualize your end product via 3D presentations.

Our design team can assist you with fitting your current graphics to the packaging of your choice, or creating new graphics to re-invent your image. You will be involved throughout the development process to ensure your design is exactly how you want it. Better packaging design leads to better marketing reach, brand recognition, and customer satisfaction for your business.



## In-Stock Packaging

Morgan Chaney also offers a wide variety of in-stock packaging alongside our custom programs. In-stock packaging can complement and enhance your custom packaging program. Shopping bags, tissue paper, ribbons, bows, gift boxes, and more are available in many colors and designs for immediate shipment

*Packaging That People Notice®*



**MorganChaney®**

*See our comprehensive printed packaging portfolios.*

[www.morganchaney.com](http://www.morganchaney.com)

Corporate Headquarters  
1926 W. North Lane Phoenix, AZ 85021  
602-997-0097 800-755-0097  
[info@morganchaney.com](mailto:info@morganchaney.com)