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News, Ideas, and Insights from your Packaging Experts

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August 2, 2017 | By Meghan Hatalla | [Boxes \(http://sunriseboxes.com/blog/category/boxes/\)](http://sunriseboxes.com/blog/category/boxes/) • [Cigar-Style Box \(http://sunriseboxes.com/blog/category/cigar-style-box/\)](http://sunriseboxes.com/blog/category/cigar-style-box/) • [Display \(http://sunriseboxes.com/blog/category/display-2/\)](http://sunriseboxes.com/blog/category/display-2/) • [Subscription Boxes \(http://sunriseboxes.com/blog/category/subscription-boxes/\)](http://sunriseboxes.com/blog/category/subscription-boxes/) | [box design](#)
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Cigar Boxes Heighten Subscription Boxes

While subscription boxes might seem like a new fad, they've actually been around for decades. You might remember seeing commercials in the past for Time Life recordings (hello, Sounds of the Eighties). Or the mass mailings that would go out from Columbia House, CDHQ, BMG, and more for CDs (12 for the price of 1! was a popular gimmick). While the idea itself is basically the same as it always was, the style has changed. Subscription boxes today run the gamut of products, but presentation packaging has become increasingly important. Cigar boxes have become particularly popular.

Cigar Boxes in the Modern Age

Cigar boxes harken back to a previous age. As the guys behind the Gentlemen Box (<http://www.freep.com/story/money/business/2017/07/24/service/397334001/>) note, consumers feel like they're opening a present when their custom package arrives. In utilizing this classic style, users flip the top open to see their products arrayed before them. Placed deliberately, maybe held with a custom thermoformed insert to keep them rigidly in place so that every label is visible and readable. This is the epitome of presentation packaging. Even the harshest critic might forgive the faults of a mid-range product if the packaging is exquisite.



Sunrise Packaging a custom turned edge style for cigar boxes (<http://sunriseboxes.com/turned-edge/cigar-boxes/>). This means that the rigid chipboard, the bones of the box, is wrapped. The materials and colors can vary, but soft touch lamination or vinyl are the most popular options. This style of box affords companies and users an increased level of protection. Which could lead to cost savings in fewer items breaking; sturdier packaging also adds an increased sense of luxury. It also leads to users keeping the boxes longer and reusing them for different things. All of which leads to more visibility for your brand, and the possibility of creating brand ambassadors.

Design an Experience, Not Just a Box

The cigar box style is classic and evokes a definite sense of style for customers. There are many reasons for the rise in popularity for subscription boxes, but chief among them is convenience. But not just in the sense that it's easy to have things delivered to your home, from razors to clothing to dinners. It allows people to focus on the things they care about, and not so much on figuring out what colors work with their complexion or what to eat for dinner. They make life easier.

Cigar boxes, with their elegant structure and ease of opening, reflect that sensibility.

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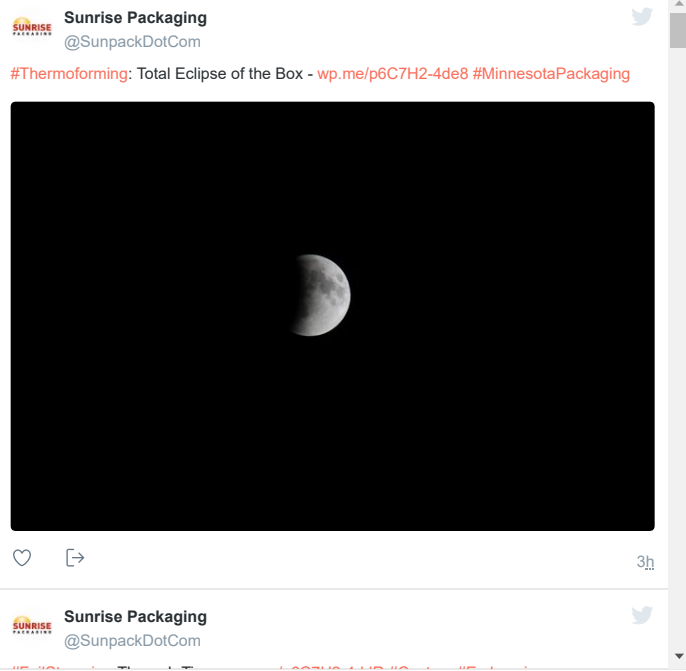


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