Practical guide to choosing Personalised Chewing gum

Comparing formats, materials and printing techniques

A practical worksheet to help choose packaging for the intended use, number of pieces and logo reproduction. Always confirm product availability and actual specifications on the relevant product page.

1. Which packaging should you choose?

Option	Contents	Practical advantage	Suggested use
Single-serve sachet	1 piece	Lightweight and quick to hand out	Trade fairs and retail outlets
Multi-piece sachet	Up to 3 pieces	Compact and space-saving	Promotional kits and parcels
Blister pack	5 to 12 pieces	Each piece in a separate compartment	Welcome bags, events and travel
Small box	Several pieces	Neat presentation; tins can be reused	Reception desks, visiting clients and gifts

2. Materials and graphic legibility

Material	Appearance or function	Check before ordering
White paper	Even surface	Check multicolour logos and fine detail reproduction
Kraft paper	Natural-looking shade	Ensure sufficient contrast between print and material
Ecru paper with grass fibres	Distinctive finish	Check contrast and colour reproduction
Cardboard	Stiffer sleeves and bands	Check the area that can actually be printed
Plastic	Sachets and blister compartments	Consider visible contents where transparent
Metal tin	Rigid, reusable container	Check logo or label position

3. Customisation: at-a-glance comparison

Method	Main strength	Before ordering
Digital printing	Detailed, colourful graphics	Check available print area and material
Flexographic printing	Full-colour reproduction	Check minimum quantities, often high
Full-colour adhesive label	Artwork applied as a sticker	Check label placement and dimensions

Note: not all options are available for every pack. Always check the format, material, minimum order quantity and printing technique for the individual product.

Checklist and briefing worksheet

From intended use to the final model check

4. Checks before confirming the order

☐ **Use** Decided whether gum will be handed out, included in kits or displayed at reception.
☐ **Packaging** Chosen a sachet, blister or small box based on distribution and consumption.
☐ **Gum** Checked whether the model contains dragées or sticks.
☐ **Material** Checked the packaging appearance, finish and logo contrast.
☐ **Artwork** Prepared brand files and colour specifications for customisation.
☐ **Printing** Checked the permitted method, actual print area and logo position.
☐ **Quantity** Checked the minimum order quantity on the specific product page.
☐ **Approval** Considered a sample and artwork proof before authorising production.

5. Three typical uses

Situation	Suggested starting option
High-traffic trade fair	Single-serve sachet with legible graphics even in a small area.
Welcome kit or hotel	Multi-piece blister; small box for a more refined gift.
Online order or journey	Lightweight sachet or pocket-sized blister depending on distribution.

6. Decision worksheet to complete

Item	Selection / detail to confirm
Recipients and situation	_____
Model and number of pieces	_____
Packaging material	_____
Artwork and logo position	_____
Printing technique and area	_____
Minimum quantity and sample	_____

For coordinated kits, also consider Personalised Keyrings and Personalised Lanyards.