

## The Growing Business's Guide to Contract Packaging

by Nate Perry, EX Product Manager, CEO of CVAP

Your deadlines are approaching fast, you need to meet quotas, and you still need to get your products out. Sound familiar?

Then you might be in need of a good contract packager. Here's our guide to help you see if contract packaging is right for your company.

### What is a contract packager?

**Contract packagers** manufacture and package products for other companies, including large- or small-scale businesses. They provide the labor, packaging equipment, and expertise to ship and assemble your products.

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### When should I use contract packaging?

Some companies, small and large, package their products in-house.

In-house packaging might suit your business if:

- You (or your in-house experts) want to manage the entire production process.
- Your orders don't vary much.
- You possess the proper packaging materials.
- Your product line requires little specialization.

However, at some point, most businesses consider contract packaging. By hiring an outside entity to handle product packaging and assembly for you, you free up business resources while maintaining, or improving, your production scale and quality.

## Specifically, you should consider turning to contract packaging if:

- You lack the packaging equipment or expertise for a particular product.
- You need to speed up the packaging process.
- You want to decrease shipping and handling costs.
- You need to focus time on maintaining or growing your business.
- You want to attract customers with high-quality packaging.

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## What do I get out of contract packaging?

When you partner with a skilled contract packager, you set yourself up to:

**Focus on business:** Because you no longer have to worry about managing packaging and assembly processes and deadlines, you can focus on other business priorities, like growing your client base.

**Save money:** Hiring a contract packager allows you to cut back on freight costs, decreasing your shipping and handling expenses.

Additionally, you'll no longer have to put money toward in-house packaging expenses - including supplies, warehousing, equipment, and labor costs. Instead, that money can go toward other important work and resources.

**Impress customers:** Contract packagers aren't only process experts. They're also packaging experts; they know what packaging will attract and impress your clients, as well as convey your brand.

**Save space:** In-house packaging supplies and equipment take up a lot of space. When you outsource your packaging, you'll free up that space while still having access to the packaging equipment and resources you need.

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## **What industries typically use contract packaging?**

Most businesses that assemble, package, and ship products to distributors or clients could benefit from contract packaging, including those in:

- Agriculture and irrigation
- Print and packaging
- Manufacturing
- Big box retail
- Government and military
- Start-ups
- Wine, spirits, and beverages
- Industrial goods
- Hardware and accessories

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## **What equipment and services does a good contract packager offer?**

Good contract packagers provide a comprehensive suite of services, including custom packaging, at a central location. They use a variety of state-of-the-art equipment to assemble and package their clients' products, including:

- Automatic bagging machines
- Shrink wrapping
- Sealing machines
- Packaging machines
- Wrapping machines

As far as services, a good contract packager should offer:

- Custom assembly
- On-site servicing
- Product assembly
- Special and display packaging
- Labeling and sorting
- Bundle wrapping

## GET A FREE CONTRACT PACKAGING QUOTE FROM US

From Central Valley Assembly and Packaging's central Fresno location, we provide the labor, equipment, and machinery to make packaging and assembly easy for you, all under one roof. We also customize our services to fit your business's products and needs.

If you're convinced a contract packager can help your business, contact us for a consultation. We'd love to handle the details of product packaging and assembly for you, so you can focus on managing your business.

Warm regards,

Nate Perry

EX Product Manager, CEO of CVAP

5515 East Lamona Ave. Ste. 103  
Fresno, CA 93727

**e** [info@centralvalleyassembly.com](mailto:info@centralvalleyassembly.com)

**o** 559.486.4260

**f** 559.359.0955

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