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Plan in Advance to Create Custom-Printed Boxes and Bags for the Year-End Holidays

Retailers interested in custom imprinted packaging - including boxes, bags and tags - for use in their stores for the holiday season should start the order process now to ensure timely delivery of quantities, colors and styles.

/24-7PressRelease/ - DARDENNE PRAIRIE, MO, October 07, 2007 - If you tend to think like the man in the red suit, chances are you've already checked your "to-do" list at least once, maybe twice, in preparation for the year-end holiday season. The calendar countdown has officially begun in preparation for the holidays, especially for retailers who want to personalize their holiday packaging with custom imprint options.

Gift packaging is an effective, affordable way to show your customers that as a retailer you consistently go the extra mile to serve their needs. And, by imprinting your bags and boxes, you can further differentiate your store while providing an added convenience for customers as they maneuver their way through the chaotic flurry of the holiday shopping rush.

The key to having custom imprinted items on hand is to order early...order now, in fact. According to Jim Minard, vice president of sales and marketing for Nu-Era, it can take several weeks to finalize custom imprinting orders. "We encourage our customers to get their orders in early so they will have plenty of time to receive quantities and organize their retail space in preparation for the holiday season," he said.

At Nu-Era (www.nu-era.com), retailers can find a wide range of packaging supplies including a complete round up of gift packaging and decorative items highlighted on-line at the company's Holiday Retail Store. Product offerings include custom imprinting on a number of products including jewelry boxes, gift boxes, apparel boxes and paper bags.

By accessing the Nu-Era site, customers can easily choose their imprint quantity and style - they can also select imprint colors or foil stamp options. The key is to opt for imprinted items that fit the holiday shopping needs of your clientele. Retailers should also be sure to choose items that emulate their store's style, theme and personality.

Whatever plans you have in store for the holidays, it pays to start early. A little advance planning on your part today will ensure the year-end shopping season is all the more festive and merry come November and December. And, with custom imprinting from Nu-Era, you can be sure to make a lasting impression with customers well into the New Year and beyond!

Nu-Era and [nu-era.com](http://www.nu-era.com) are services of The Nu-Era Group - the industry leader in store fixtures, supplies, and fulfillment. Nu-Era has been providing its customers with competitively priced quality products with customer-oriented service since 1949. Nu-Era features an entire section of www.nu-era.com dedicated to gift packaging including custom printing options. For more tips and related articles, visit Nu-Era's Retail Supply Information Blog at www.retailstoresupplyinfo.com.