

P A C K A G I N G

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W I L D C A R D P R O M O





UNBOXING

EXPERIENCE

THE ART OF FIRST IMPRESSIONS.

We believe packaging is far more than a vessel—it's a brand's first impression. The unboxing moment is an opportunity to bring luxury to life, engage the senses, evoke emotion, and leave a lasting imprint that speaks volumes about your brand's values, quality, and commitment to excellence.

For us, every detail of your product packaging is a chance to tell your brand's story, inspire delight, and create an unforgettable connection with the customer. It's a story told in layers, where every design element adds meaning to the gift.

Truly exceptional packaging should feel like an extension of the gift itself, setting the tone for what's inside & elevating the act of giving to an art form.



INNOVATE. INSPIRE. IMPRESS.

With every packaging project, we deliver creative customization. Each box, ribbon, and wrap is carefully curated and crafted to become a vivid expression of your brand's story.

What sets us apart? Our team has forty years of experience and deep industry knowledge. We are promotional professionals and masters of marketing. We know form, functionality, and aesthetics. We fully commit to immersing ourselves in your brand's identity and deeply understanding your customer base, ensuring that the end result resonates with your audience.





ABOUT **US.**

WE DON'T JUST MAKE STUFF. WE MAKE STUFF HAPPEN.

Wild Card Promo is your trusted partner in crafting bespoke packaging solutions with sophistication and creativity. Driven by our 'answer-is-never-no' philosophy, we work with you to bring your vision to life.

Our process is interactive and collaborative, designed to ensure that every package we create reflects your brand's essence and meets your specific needs. It all begins with listening. We take the time to fully understand your goals, ideas, timelines, and budget. Together we will develop a custom blueprint to make your packaging vision a reality.

When we say 'No' is not an option, we truly mean it. From intricate dielines to luxurious finishes, we navigate every detail to ensure your packaging is as functional as it is unforgettable.

Choose us for a full-spectrum brand elevation experience, where every box, bow, and touchpoint becomes a reflection of your values and vision. Let's create something extraordinary together.



SKILLS & CAPABILITIES.

conceptualization & design.

- Collaborative brainstorming and ideation sessions to bring your ideas to life.
- Utilizing design software to create precise packaging structures tailored to product specifications.
- Developing prototypes to evaluate design concepts, functionality, and aesthetics prior to full-scale production.

material selection & sustainability.

- Expertise in selecting appropriate materials, including various paper stocks, corrugated boards, and eco-friendly substrates, to meet your project's specific requirements.
- Offering environmentally responsible packaging solutions and recyclable/biodegradable materials.

innovation & technology integration.

- Ability to incorporate technologies such as QR codes and RFID tags to enhance functionality & user experience.
- Intelligent packaging that interacts with products or environment to encourage long-term use.

production & fulfillment.

- In-house manufacturing allows for tighter quality control and flexibility to accommodate varying order sizes.
- Adherence to regulatory requirements, including food safety standards when applicable.
- Inventory management, kitting, distribution, and shipping from our Mississauga warehouse.



PACKAGING MATTERS.

Custom packaging does more than protect a product; it defines its worth. The right packaging sets expectations, telling your customers they're about to experience something exceptional. Here are some of the packaging options we offer:

boxes & containers.

- Rigid boxes
- Folding cartons
- Corregated boxes
- Magnetic closure boxes
- Drawer/slide boxes
- Subscription boxes
- E-commerce packaging
- Specialty food & beverage containers

bags.

- Custom printed paper
- Laminated bags
- Cotton canvas totes
- Drawstring bags
- Jute & burlap
- Luxury shopping bags
- Backpacks
- Cooler bags
- Travel/packing cubes

labels & tags.

- Custom product labels
- QR code integration
- Hang tags
- Waterproof & weatherproof labels
- RFID tags
- Tamper-evident labels
- Personalization & customization

inserts & supports.

- Molded inserts (foam, cardboard, or plastic)
- Dividers & compartments
- Custom printed tissue
- Protective wrap
- Silk/satin lining
- Interactive elements
- Product-specific designs

enhancements.

- Branded tape
- Custom stickers
- Embossing & engraving
- Magnetic closures
- Pull tabs
- Raised ink printing
- Spot UV coating
- Foil stamping

In today's world of unboxing videos and social media buzz, packaging has become the star of the show. When your packaging steals the spotlight, it doesn't just hold a product—it holds a feeling, inspires trust, and makes onlookers say, 'I want that.'"



OUR SPECIALTIES.

We specialize in promotional products and packaging that packs a punch. Guided by creativity and rooted in strategy, we ensure every project aligns to your marketing goals and captivates your audience. We deliver packaging that impresses, drives engagement, and amplifies your brand's impact.

PR Boxes:

PR boxes are your brand's first impression to media professionals and key industry players. These packages are crafted to showcase your products in the best light, combining storytelling with eye-catching design to capture attention and generate buzz.

Influencer Kits:

Influencer kits are designed to build your brand's clout. Carefully curated and visually stunning, these packages are strategically built to impress creators and their audiences, turning unboxings into shareable moments that amplify your reach and build credibility.

Event Giveaways:

Event giveaway packaging is all about making your brand unforgettable. Whether it's a corporate function, trade show, or product launch, we design packaging that aligns with your event theme and leaves attendees with a lasting impression of your brand's value.

Retail Packaging:

Designed to stand out in competitive spaces, our retail solutions combine functional design with high-impact aesthetics, ensuring your product not only gets noticed but also inspires trust and purchase intent.



YOUR PARTNER IN SUSTAINABILITY

Wild Card is proud to integrate environmentally responsible practices into all aspects of our work.

design.

Wild Card Promotions advocates for circular design principles, encouraging reuse, recyclability, and upcycling of packaging materials. We are happy to collaborate on creating designs that inspire customers to extend the lifecycle of the packaging.

materials.

We prioritize the use of eco-friendly materials in our packaging solutions, including FSC-certified paper, recycled content, and biodegradable options. Our commitment ensures that every component of your packaging aligns with the highest environmental standards.

production.

By employing innovative production techniques, we minimize material waste and energy consumption. Our approach reduces the environmental footprint of your packaging while maintaining its quality, elegance, and functionality.

accountability.

Sustainability is central to our operational philosophy. We have even invested in a fleet of electric vehicles to reduce greenhouse gas emissions. From material sourcing to delivery, we ensure that every step reflects our shared commitment to sustainability.

We'll work with you to develop eco-conscious packaging for a more sustainable future.





CREATING THE ICONIC

Creativity isn't just what we do—it's who we are. From innovative designs to flawlessly executed concepts, we don't just create packaging - we redefine it.



GET IN TOUCH

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