

# Helping Brand Owners Shine: The Silver Box Advantage

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Attractive product packaging is a great way to increase brand awareness and entice a prospective buyer. Although, it is often overlooked by brand owners.

Sierra Coating's new eBook, *Helping Brand Owners Shine: The Silver Box Advantage* reviews the critical factors for a successful product packaging design, including:

- Choosing the Right Materials
- The Importance of a First Impression
- Potential Applications for Attractive Packaging
- And More!

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