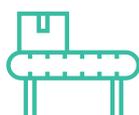


## Top Tips for designing your custom Advent Calendar

- 1) The lower the quantity the higher the unit price as you don't benefit from economies of scale. If producing a custom size advent calendar you will have to pay cutting form costs or vac form tooling costs. If you normally buy mass produced advent calendars that are generic remember that they will have produced 1000's so the unit price will be low even with a complicated design.
- 2) If you require a small quantity of advent calendars buying a stock size will be most cost effective. At Create-This we have some pre-printed advent calendars which will be the most cost effective option. The next option would be to print your own design on a stock size advent calendar.
- 3) The more complicated the advent calendar style the more expensive. Drawer style advent calendars seem to be very popular but the unit cost is high – if you imagine for 100 advent calendars you would need 100 outers and then 2400 or 2500 drawers or cartons.
- 4) Start thinking about your advent calendars as early as possible, if you leave it too late you may be disappointed. At Create-This we work on advent calendars constantly with deliveries all year round. It's never too early to start thinking about advent calendars.
- 5) If you are having a bespoke calendar allow plenty of time for the design and sampling process.
- 6) If you want a cost effective graphic design think about buying an image from one of the large image companies like Shutterstock and adapt that. Make sure it's a high enough resolution otherwise the printed result won't be great.
- 7) If you are using your advent calendar as a means of revenue make sure you work out what sale price you can realistically get. Then work out all the costs including graphic design, production of the advent calendar and fitments, production of the outer if needed, cost of contents, cost of fulfilment and cost of shipping. At Create-This this we design advent calendars that you can fulfil yourselves. This will save outside costs but how much time would it take you to do the fulfilment? Is getting them supplied as a finished item a more cost effective use of your time?
- 8) Advent calendars are now used to hold all different kinds of contents and are used for all different kinds of celebrations and events from Christmas, Diwali, Ramadan, Weddings, events etc. Decide what your calendar will be used for.
- 9) If you are buying a custom made advent calendar in size and print then to get prices you need to tell us the dimensions of the items, the quantity and any branding requirements. If your quantity is low but you think it may be successful it's worth looking into not printing the year on the calendar and printing a larger quantity and holding stock, as this will reduce your unit price.
- 10) There are different types of fitments for advent calendars. At Create-This this we mainly use corrugated or vacuum formed trays for the fitments, the style of fitment we advise will depend on the quantity and dimensions of your calendar. The vacuum formed trays we use are made of rPET and are recyclable. Although we will advise on the fitments think about what others in your market sector have used.
- 11) Always make sure you have a pre-production sample of the advent calendar outer and the fitment or tray. You then need to insert your contents and check the items fit as required and do not move in transit.
- 12) Think about how you are going to distribute your calendar. Do you need a mailing, courier outer? If so if you can't find a stock outer you may need a custom outer made for you as if the outer is too large or not strong enough your advent calendar may get damaged.
- 13) Do at least one mailing/shipping test with all the contents in the outer you will be using and make sure the advent calendar arrives at its final destination in good condition.



ADVENT PRODUCT RANGE



DIRECT MAIL IDEAS WEBSITE



PACKAGING AND POS WEBSITE



CREATE-THIS TOP TIPS