

## How to add an on-pack coupon to boost product sales

Instant-redemption coupon label creates opportunities on slim blister-packs for AquaFresh toothbrushes.



With respect to Gene Roddenberry, space really is the final frontier—but not just in the case of the fictional Star Ship Enterprise. Space also factors into the day-to-day reality of packaging.

For consumer packaging, labelling space is everything in terms of how much room there is to showcase a product and how much space its package has to communicate the benefits of that product. Most toothbrush packages consist of tall, thin blister-packs, and have a narrow footprint that puts them at a distinct disadvantage for capturing product awareness, conveying brand positioning, product features and benefits and inducing trial.

Read the full article [here](#).