

# 3 Common Types of Boxes in the World of Packaging

## 1. Folding Cartons

Folding cartons (also called paperboard cartons, or paperboard boxes) are some of the most common types of boxes that you will see at retail stores. Think of a typical cereal box – this is a folding carton.

Here is a basic example of a plain folding carton with no print.



## 2. Rigid Boxes

Rigid boxes (also called set-up boxes) are sturdier and do not fold or collapse as folding cartons do. They are often, but not always, used for higher-end products where perceived value is important. They are also used when the product within is heavy and in need of extra support.

An iPhone box, is an example of a rigid box.

This is an example of a classic shoe box style of rigid box. A high-end shoe store would use rigid boxes like this.



## 3. Corrugated Boxes

Corrugated boxes (also called corrugated board, corrugated fiberboard or combined board) are what you would commonly refer to as brown cardboard boxes that you would, for example, use to pack your belongings in when you move to a new house.



Corrugated fiberboard typically has three layers. A wavy or fluted layer sandwiched between two outer flat layers. The fluted layer is where the strength of this paper product lies.

## To sum it all up:

The majority of consumer products will use all or most of the above mentioned types of boxes for a single product as it travels from manufacturer to store shelves.

These 3 common types of boxes are all made of paper pulp of varying thicknesses.

1. Folding Cartons (also called Paperboard Boxes, Paperboard Cartons ) (example: cereal box)
2. Rigid Boxes (also called Set-Up Boxes) (example: iPhone Box, Jewelry Box)
3. Corrugated Boxes (also called Corrugated Fiberboard, Shipper Boxes, Cardboard Boxes) Used in both shipping and retail environments.

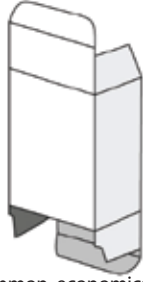
## Folding Cartons

Folding cartons are, arguably, the most common type of box that the average consumer is exposed to the most often.



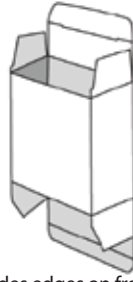
# Folding Carton Styles (Box Styles)

Reverse Tuck End



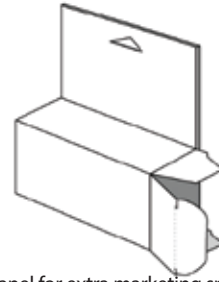
Most common, economical versatile

Straight Tuck End



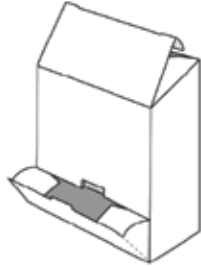
Popular hides edges on front panel

Reverse Tuck End with side hanging Tab



5th Panel for extra marketing space

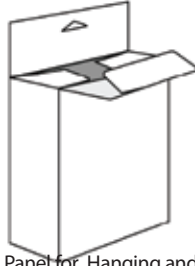
Dispenser Style Tuck Top Box



Great for Point of Purchase

Beer Tray With Lid

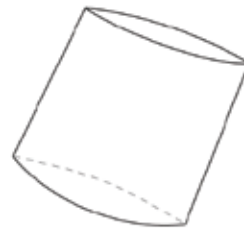
Straight Tuck End with Hang Tab



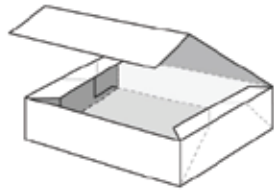
5th Panel for Hanging and extra marketing space

Bellows Gusset Tuck

Pillow Box or Pillow Pack

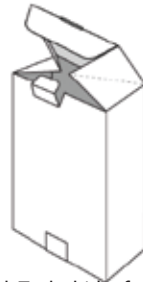


Light weight items can add a hangtag or window



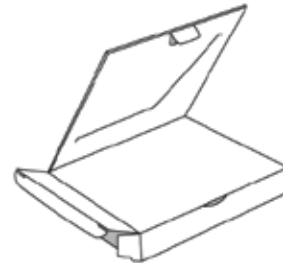
typical use bakery and restaurants

Box Sleeve



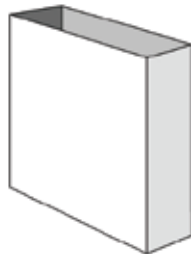
AKA French Tuck - hides front edges

Seal and Box

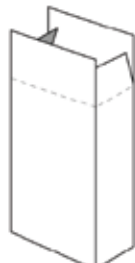


Add a window and reveal inside

Counter Style Box

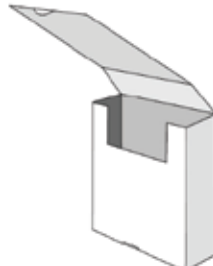


Inexpensive extra marketing space



Perfect for machine filling and gluing

Reverse Tuck End Folder Box



Tab fits into front panel - typically needs material like cellophane for proper closure

## Rigid Boxes (Also Called Set-Up Boxes)

Again, this is not a definitive selection of rigid boxes. these are merely but a few examples to give you a visual idea of what is meant by the term "rigid box".

Rigid Boxes tend to be used as packaging for more expensive items as there is often some (or *even* a lot) of hand labor involved. These boxes do not fold down or collapse for shipping or storage; once they are erected into box form, they stay that way, hence the name "Rigid Boxes".



# Rigid Box Styles (Set-Up Boxes)

Full Telescoping



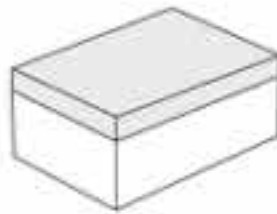
Thumb Cuts for easy opening

Partial Telescoping



Popular and versatils

Classic Shoe Box



Neck Box with Hinged Back



Round Box with lid



AKA hat box

Classic Book Style



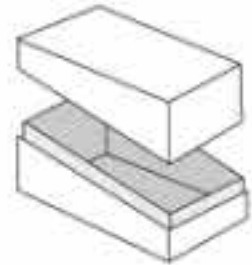
When closed resmebles a book

book with magnetic closure



Magnet hidden in flap

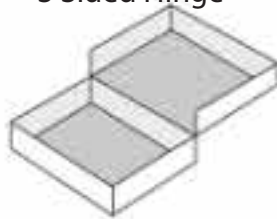
Angled Neck Box



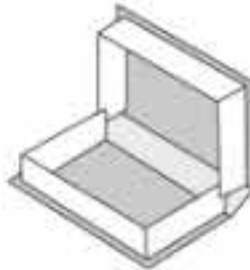
Clamshell



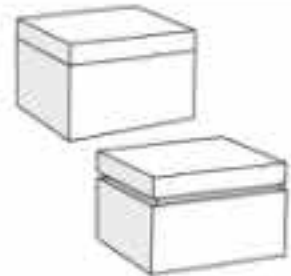
3 Sided Hinge



Clamshell Book



Neck Box Different Closure Levels



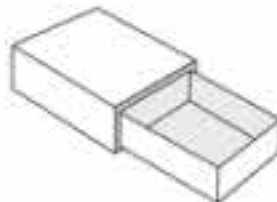
Can Introduce a hint of color

Cigar Box



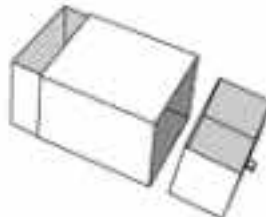
AKA Flip top box

Tray With Sleeve



AKA Slip Case

Drawer Box

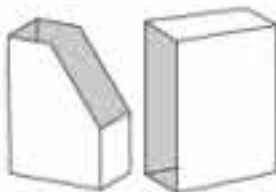


Great Presentation

Briefcase Neck Box



Slip Case or Slash Case



Flip Top Box

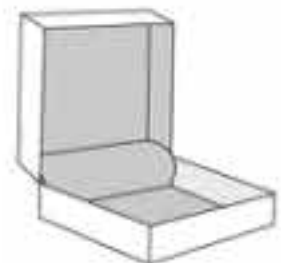


Neck Box



AKA Shouldere ridgid box

Briefcase Neck Box with Joint Cover



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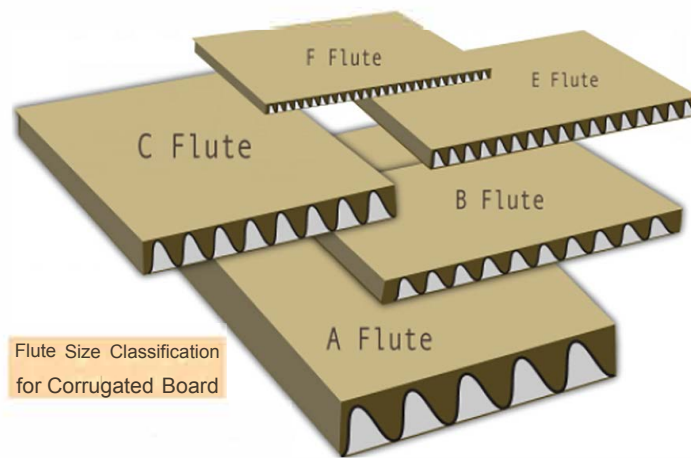
# Corrugated Boxes

Corrugated boxes can be used as both shipper boxes (master packs) and as retail packaging.



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The medium of Corrugated Boxes have **5** basic flute classifications also called "flute profiles":



**A Flute:** is the original flute size with approximately 33 flutes (waves) per foot.

**B Flute:** has smaller flutes than A Flute and has more of them, around 47 flutes per foot. It was created to box canned goods that were self-supporting and thus didn't require as much load support.

**C Flute:** was invented next to serve as an all-purpose size and has about 38 flutes per foot.

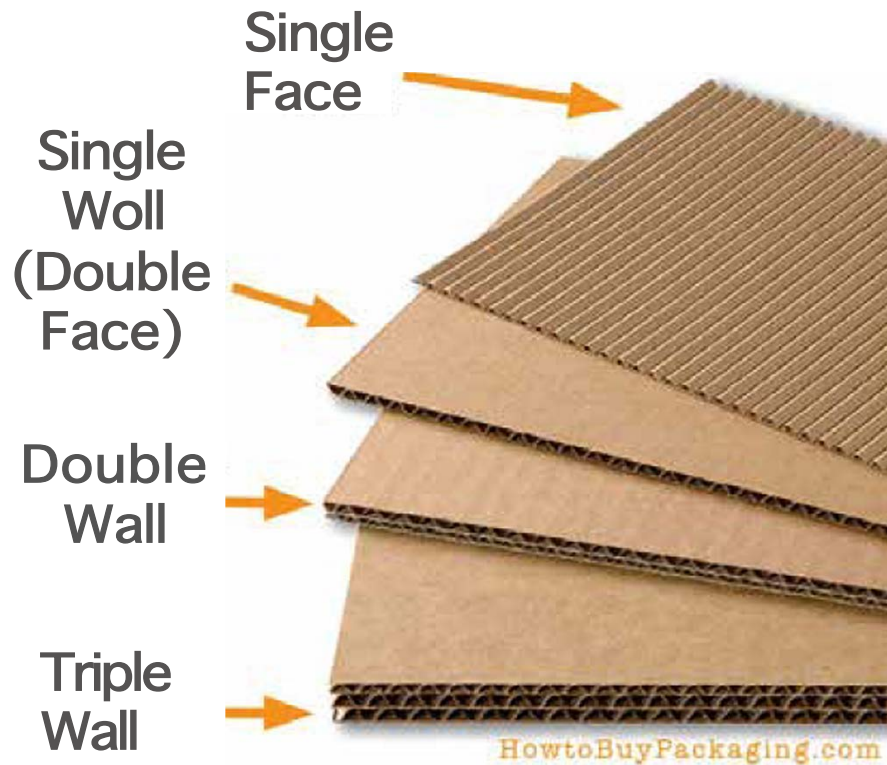
**E Flute:** is thinner with 90 flutes per foot.

**F Flute:** was created to be used as a folding carton would be - to hold light to medium-weight retail goods and be printed on either directly or using a litho laminated label.

\* It's important to note that flute profiles are more like guidelines and can vary among manufacturers in regards to size of actual flutes and amount of flutes per foot. Also to note, there exist many more flute profiles than the 5 basic ones I listed above.

So typically, the larger the flute size, the more cushioning and compression resistance it offers. Smaller flutes offer better graphics printing capabilities. The smallest flute sizes like E and F can be used instead of standard **folding carton boxes** (primary retail boxes) and can offer greater strength and structural integrity as well.

## FOUR BASIC KINDS OF COMBINED BOARD



**For more detailed information go to:**

<https://www.howtobuypackaging.com>

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