

The right [DVD packaging](#) can have an enormous effect on the sales of your product. After of course the actual product, for the consumer public presentation is the most important thing to be considered, with all other elements falling in line behind this. For example the need for the latest film to be released on DVD is made all the more enjoyable if the DVD packaging also proves to be desirable. The function and storage possibilities fade into insignificance. However for DVD's of a more functional nature, chic packaging and unique forms of storage are likely to be the most influential selling points.