



# The Three Key Elements for Successful Legal Cannabis Packaging

## 1. **Visibility** - Your product needs to be seen to be purchased

Dura Pack's clear cannabis containers allow for full product visibility, so customers can easily see what they're buying. This is especially important for new or infrequent customers, who may not be familiar with your brand.

## 2. **Customization** - Make your packaging unique to your brand

Customers should be able to identify your product by its packaging alone. Dura Pack offers a variety of customization options to make sure your [Cannabis Packaging](#) is unique to your brand.

## 3. **Functionality** - Your packaging needs to protect and preserve your product

Dura Pack's airtight, child-resistant cannabis containers are designed to protect and preserve your product, while also complying with state regulations.

