

[DVD Packaging](#) is a fantastic way of enhancing the impact of your DVD. Because a DVD needs to be played before you can see the content, the packaging plays an important role, as this is what people get to see way in advance getting to play it. So if you are using DVD's for promotional purposes, then you need to consider these first impressions. If you are giving out these DVD's at a conference or perhaps a trade show, then you really want the packaging to show off your DVD. So impact is important, especially as it may well need to portray other technical or pricing information.