Sincla explores how to give gift cards and experiences a physical form

Actualidad Empresarial | 25/11/2026 | 10:00



A stay, a tasting or an activity can be given as a gift using a card, but presenting it poses a different challenge from wrapping a conventional object. The contents take up little space, and much of their value will be enjoyed later. Sincla explores on its blog how to present gift cards and experiences in boxes that enhance the moment of giving.

Packaging can hold the voucher, include a message and connect the presentation to the chosen experience. The idea is to give the gift a tangible form without making the box disproportionate to its contents.

An interior designed for the document

The design begins with the dimensions of the card or voucher. A small item needs a different fit from a printed document. Checking the usable space prevents creases and makes the information easy to read when the package is opened.

An interior holder or a suitable layout can keep the card in place. It is also worth considering how it will be removed, especially if it contains information the recipient will need to book or use the experience. The presentation must retain that practical function.

Additional elements can reinforce the context of the gift. A personal note, a small decorative item or a detail related to the activity can add to the package. They should be chosen so that the main gift remains visible and unrelated accessories do not accumulate.

Personalisation and later uses

Wood provides a surface for adding names, dates or logos using different finishes. The choice of marking depends on the design and the desired result. A label or sleeve can also add information about the occasion without covering the entire surface of the box.

In a corporate setting, the packaging can be coordinated with the company's identity and a message of thanks. For personal celebrations, personalisation can connect the package to the recipient. In both cases, a clear design helps maintain a balance between brand, message and experience.

Sincla also considers the box's later use for storing small objects or mementos. This possibility should be considered from the design stage, with a practical structure and usable dimensions. Its packaging content thus proposes a presentation that accompanies the giving of the card and can continue to be used once the gift has been enjoyed.

Autor:
AgenciaNinja

https://gironanoticies.com/en/sincla-explores-how-to-give-gift-cards-and-experiences-a-physical-form/