Vana Specialty Packaging Strengthens Partnership with Wine.com Through Customized Packaging Solutions

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SOLON, OH - December 05, 2025 -
Vana Specialty Packaging has strengthened its partnership with Wine.com, supplying specialized gift boxes that support the retailer's merchandising and corporate sales initiatives. This development reflects Vana's capacity to provide packaging that meets the requirements of online wine distribution.

The collaboration involves the creation of gift boxes designed for wine products, utilizing materials that ensure product safety during shipping. These boxes contribute to Wine.com's range of offerings, including sets and single items, aligning with consumer demand for structured gifting options. Vana's involvement has facilitated Wine.com's response to market needs in the beverage sector.

Vana Specialty Packaging operates with over 25 years in manufacturing and exporting, drawing on relationships with more than 40 factories globally. This network allows for sourcing that maintains production standards while adapting to partner specifications. In the case of Wine.com, the process includes consultations, prototype creation, and logistics for delivery.

The partnership has resulted in packaging that protects contents and complements branding, aiding Wine.com in its merchandising efforts. According to testimonials, such collaborations have led to business transformations, with one partner noting a shift in gifting operations.

Laurie Coyle, senior director of merchandising and corporate sales at Wine.com, shared insights on the partnership. "Vana has been an exceptional partner to Wine.com. Their innovative gift boxes have elevated our assortment and transformed our gifting business. They consistently deliver on quality, creativity, and collaboration," Coyle said.

Jackie Galarza, director of procurement and supply chain at Spirits Investment Partners, provided perspective from a similar engagement. "Working with the Vana team on our premium secondary packaging needs was such a positive experience. From initial collaboration in the ideation phase, to quality checks after production run, and every step in between, we felt we were in the best of hands and working with individuals who really cared about our project and had the expertise and resources to bring our vision and premium packaging dreams to life," Galarza added.

Vana Specialty Packaging's approach supports brands in various industries, including food and beverage, by offering designs that address sector-specific challenges. The company's minimum order quantity of 500 pieces accommodates different business scales, from established retailers to smaller operations.

Long-term partnerships demonstrate Vana's reliability, with collaborations extending over 20 years in some cases, such as with Famous Brands International since 2003. Other relationships, like those with The Fruit Company for 15 years and Hickory Farms for 10 years, highlight sustained commitments that contribute to partner growth.

In the evolving e-commerce environment, packaging influences consumer perceptions. Vana's work with Wine.com shows how integrated solutions can support business objectives in competitive markets.

Sustainability forms part of Vana's offerings, with selections of recyclable materials that align with industry trends. This aspect complements Wine.com's focus on product curation.

Vana Specialty Packaging serves as a provider of packaging for multiple sectors, handling processes from concept to fulfillment. Its foundation in manufacturing enables adherence to regulatory and practical standards in areas like food and beverage.

The enhanced collaboration with Wine.com underscores Vana's role in delivering customized packaging solutions for brands, adapting to ongoing market changes. It also highlights Vana?s ability to function as a

strategic partner rather than just a vendor?anticipating industry needs, streamlining production workflows, and helping clients elevate their product presentation in a highly competitive digital marketplace.

As consumer expectations around unboxing, sustainability, and premium gifting continue to rise, Vana?s flexible, innovation-driven approach positions the company as a key resource for retailers looking to strengthen their brand experience through packaging.

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For more information about Vana Specialty Packaging, contact the company here:Vana Specialty PackagingMonica Vana216.810.8899info@vanasp.com31005 Bainbridge Rd Ste 4, Solon, Ohio, 44139

Vana Specialty Packaging

At Vana Specialty Packaging, we are dedicated to helping our clients elevate their brands through premium, customized packaging solutions

Website: https://www.vanasp.com/

Email: info@vanasp.com

Phone: 216.810.8899