

PACKAGING DESIGN AUDIT

Use this list to review your packaging design. Identify opportunities to improve your packaging design and attract more of your target audience. For more feedback, our creative team can review your packaging and goals and provide recommendations to best optimize your packaging design.

FUNCTION

- Are all branding elements, copy, and other important information clear and legible for users?
- Is the packaging protecting your product during transportation to the extent of its shelf-life?
- How is your packaging performing or expected to perform?
- Has there been any external user or internal supply chain feedback to improve the packaging functionality?

MARKET

- Does your packaging design cater and easily attract your target audience?
- How is your packaging compared to your competitors visually on a shelf?
- Any challenges with current shelf positioning?
- Is there any innovation or new strategies to help your packaging stand out?

SCALABILITY

- Is your packaging design compatible with your filler or filling process?
- Do you have the space needed to store your empty packaging and finished product?

COMPLIANCE

- Does your packaging need to meet sustainability and or other regulation standards?



With over 50 years in the packaging industry, our team has worked with a range of industries from aerospace to personal care. Connect with our team for a comprehensive review of your packaging design. **Contact us today.**

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