

PACKAGING DESIGN CHECKLIST

Determine how close you are towards being ready to launch your brand.

This guide will help you gather all assets in advance, to prevent any last minute panic. Please note, you don't need to know all the answers for questions in advance – for example, relating to paper stock / inks; but this checklist will help guide you towards being aware of things you may consider along the journey to launching your product.

1 INGREDIENTS

Have you got your list of 'Ingredients' for each pack? Are you required to include the percentages (%) of any of these ingredients? *If so, please supply.* Y/N

2 NUTRITIONAL VALUES

Do you have your Nutritional 'Typical Values per 100g / 100ml' breakdown for the chart? *If so, please supply.* Y/N

3 ALLERGENS

Are there any allergens in the ingredients list that need to be bolded? E.g. nuts / milk / soya / egg / wheat / rye. Do you need to add a note to refer to these? *If so, please supply.* Y/N

4 BARCODES

Have you got your barcode numbers / files? *If so, please supply and attach any files when sending this to your designer.* Y/N

5 QUANTITY

Have you decided the quantity / amount in each product? e.g. 250ml / 250g. *If so, please supply.* Y/N

6 PACK TYPE

Have you decided the type of pack you would like to use for your product? e.g. the type of bottle / pack / jar. Have you sourced where you will get this (the supplier)? *If so, please specify. It's helpful for your designer to have a physical sample of this.*

Y/N

7 (5.1) PRINTERS

Have you decided which printing company you will use for the packaging? *If so, please specify.*

Y/N

(5.2) KEYLINES / CUTTER GUIDE

If so, have they supplied the keylines for the pack artwork? *If so, please specify and include the keyline PDFs when sending this to your designer.*

8 MATERIAL

Have you thought of what material / paper stock you would like to use? *If so, please specify.*

Y/N

9 PRINT FINISHES

Would you like to use high-end printing such as metallic inks / spot colours / UV varnish gloss or will you stick to CMYK print? *If so, please specify.*

Y/N

10 BRAND STORY

Have you written your brand story? This is a short paragraph you may like to include on the pack about your background story. *If so, please supply.*

Y/N

11 USP (UNIQUE SELLING POINT)?

Have you determined your USP (Unique Selling Point)? This can be highlighted on the pack design. Do you have a strapline? The USP can help inform the strapline / tagline. *If so, please supply.*

Y/N

12 ADDRESS

Do you have the address you will include on the pack? *If so, please supply.*

Y/N

13 WEBSITE / SOCIAL MEDIA

Will you include a website address & Instagram handle? *If so, please supply.*




Y/N

14 SYMBOLS

Do the following information / symbols need to appear on your packs?

**Please tick which ones you need to be included on your packs / labels.*

If unsure, please check with www.fsai.ie. It can be good to get the FSAI (Food Safety Authority of Ireland) to review your packaging / information to ensure that they are happy that everything meets their standards.

<ul style="list-style-type: none"> • Best before: 		Y/N
<ul style="list-style-type: none"> • Batch No.: 		Y/N
<ul style="list-style-type: none"> • Storage details such as ‘Keep refrigerated at X°’. <p><i>If so, please supply.</i></p>		Y/N
<ul style="list-style-type: none"> • Recycling symbol <div style="text-align: center;">  </div> <p>The Green Dot is one of the most widely used recycling symbols on packaging. It indicates that the producer of the packaging has contributed financially to the recycling of that packaging. For example, Repak Members can use this symbol on their packaging as they pay fees to Repak to fund recycling in Ireland. The symbol does not necessarily mean that the packaging is recyclable, has been recycled or will be recycled.</p>		Y/N
<ul style="list-style-type: none"> • The Estimated sign / e-mark ‘e’ symbol beside the quantity. It certifies that the actual contents of the package comply with specified criteria for estimation. This e symbol indicates that the product was filled using “average fill system”. 		Y/N
<ul style="list-style-type: none"> • ‘V’ Vegan symbol 		Y/N
<ul style="list-style-type: none"> • Identification mark e.g. as shown here. <p><i>If so, please supply.</i></p>		Y/N
<ul style="list-style-type: none"> • Is there any other information or symbols that you would like to add? <i>If so, please supply.</i> 		Y/N

Thank you for taking the time to review this checklist and gather all the assets needed for your designer.

You are now on a fast-track towards launching your new product and brand.