

# Designer and Sales Value Checklist

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The packaging experts at Allen Field Co. realize that every project is unique. Over the years we've recognized that each project has core concerns that are always critical to the development and sale of the product. That's why we've compiled a complete checklist to ensure that designers and sales teams are always aligned. Below you will find 15 questions that you should think about before starting any package design. Each question aims to uncover diverse and complex objectives and concerns to determine the scope of a packaging project.



- ✓ What is the primary objective of your design?
- ✓ Do you have any secondary concerns about this project?
- ✓ Are there any concerns about handling the product, carrying a specific weight, or meeting OSHA requirements?
- ✓ Are there ergonomic concerns?
- ✓ Would you consider a plastic handle on a retail package which is proven to increase spontaneous sales?
- ✓ Can your retail display customer benefit from the easy repositioning of floor displays?
- ✓ Are your floor displays damaged by shopping carts or cleaning crews?
- ✓ Can the package/display unit benefit from being mobile, for instance, by adding wheels?
- ✓ Are you experiencing returns due to packaging damage caused by consumer handling?
- ✓ Are you experiencing damage in shipping due to packaging failure?
- ✓ Are there any anticipated inspections that require unpacking and re-packing? What if a package is returned due to damage?
- ✓ Do you ever have to rework already packaged products?
- ✓ Do you have package failure due to strapping falling off?
- ✓ Do you need to eliminate strapping, staples, or glue?
- ✓ Is your package-assembly process labor intensive?

If you know the answer to some or all of the above questions, your project is already on its way to success. We hope that this list can get your project moving in the right direction and add value to your client's product. Do you need the input of a packaging expert?

Call us @ [800.535.0810](tel:800.535.0810).



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