

PROTOTYPE PACKAGING

KEY QUESTIONS

The Prototype Packaging: You will also need to mock-up packaging for your prototype. Printing technology allows for cost effective design and small label runs suitable for prototype testing. You're not trying to make a profit selling the prototype, you want to get answers to important questions.

1	What type of packaging does the customer want?
2	What type of packaging do you want?
3	What package size does the customer want?
4	Does your packaging design facilitate good shelf presence?
5	What needs to be on the nutritional facts panel?
6	Does the font and wording comply with the regulations?
7	Have you included product differentiators that apply like: organic, Kosher, Halal?
8	Does the label design and colour align with customer expectations.
9	Is your packaging readily available at a competitive pricing?
10	Is your packaging recyclable?