



Description of the Tool

When starting on the design process for packaging of a new product, or even for an update to an existing layout, it is always useful to follow the guidance of a checklist to ensure the most important issues are considered. Such a checklist can result in large cost savings where matters may otherwise have been overlooked. For example, a change to an existing outer die-cut design might allow for an opportunity to reduce the board grade at the same time. If implemented on a fast moving product this could result in huge savings for your company

Benefits of the Tool

Using a checklist (See example overleaf) to improve the design of packaging allows:

- Convenient overview of total packaging system and how different elements relate to each other
- Savings in procurement costs due to tighter specifications on packaging
- Reduced liabilities to producer responsibility fees
- Less storage space required on-site
- Reduced transportation costs with Finished Goods
- Less chance of overlooking important elements of design

Possible challenges

Packaging design is often based on what is been used before for a similar product. It is important to have an opportunity to develop the packaging system in a holistic manner.

Further Information

For further information please contact:

www.repak.ie
www.wrap.org.uk

