

Packaging Planning Guide

Coordinate range logic, content, compliance, materials and production.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / RANGE ARCHITECTURE

Range architecture

Evidence, decisions, owners and unresolved questions

NOTES

02 / MANDATORY INFORMATION

Mandatory information

Evidence, decisions, owners and unresolved questions

NOTES

03 / CLAIMS AND APPROVALS

Claims and approvals

Evidence, decisions, owners and unresolved questions

NOTES

04 / STRUCTURAL CONSTRAINTS

Structural constraints

Evidence, decisions, owners and unresolved questions

NOTES

05 / MATERIALS AND FINISHES

Materials and finishes

Evidence, decisions, owners and unresolved questions

NOTES

06 / REPRESENTATIVE PROTOTYPES

Representative prototypes

Evidence, decisions, owners and unresolved questions

NOTES

07 / ARTWORK AND PRODUCTION SIGN-OFF

Artwork and production sign-off

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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