

Independent Printing & Packaging Packaging Sales Questionnaire

NEED to know:

- What is going into the package?
- Stock – *type and weight*
- Quantity
- Dimensions – L x W x D
 - Length – left to right*
 - Width – front to back*
 - Depth- top to bottom*
- Are the dimensions from the inside (usable space) or outside?
- Style of box? – *Tuck, lift top, tote, carrier, sleeve, etc.*
- Bottom style? – *Tuck, auto-bottom, 1-2-3, seal end, etc.*
- Is a tray/insert needed?
- One or two sided?
- Any special processes? – *UV, foil, lamination, emboss, etc.*
- What is the budget?
- What is the timeline?
- Are there multiple versions?
- How will it be used?
- Is fulfillment or warehousing needed?

NICE to know:

- Is this a one-time run or will it possibly repeat?
- Are there other pieces it will need to match?
- Is this a brand new or existing piece?
- Is there a die line, photo, PDF, physical sample?
- Is a window needed? Patched?
- Seam in or seam out? (for glue tabs)
- Will there be a UPC code? Where will it be placed?
- Will the package be used for children? CPIS requirements
- Will the packaging have direct contact with food?
- Will the package be distributed by hand? Mailed/shipped?
- Will the package be exposed to heat, cold, moisture? *Stored in a cooler or freezer*
- Shelf life/durability needs – *Going into a retail store?*
- Is a hanger hole required?
- How much does the product weigh?
- Does the package fit into something else?
- How is the package being filled? – *Hand or machine*
- Will the package be used multiple times or one and done?
- Any packaging/shipping requirements? – *Boxing, skid, labels, etc.*