

Packaging Project Brief

A practical starting point for bottles, closures and complete packs.

01 Project & contact

Brand / project

Contact name / company

Business email

Target market and destination

02 Product & format

Product use / formula category

Share the intended contents and use; identify any compatibility questions.

Target fill / capacity / dimensions

Bottle or jar / material direction

Pump, cap, liner and dispensing needs

Packaging Project Brief

A practical starting point for bottles, closures and complete packs.

03 Development & commercial scope

Selected product / reference image or drawing

Use a reference file name or product page URL.

Stock / decorated stock / custom mold / undecided

Quantity by component / initial order / annual plan

Decoration, labels, carton, insert and assembly

Target sample review / launch timing

04 Open decisions

Sustainability goals / evidence required

State the desired material route and supporting documents.

Quality checks / filling-line constraints

Questions for the next review

This is a planning tool, not a product test report or universal acceptance standard. Agree methods, limits and responsibilities for the selected packaging, formula and market.