

PROJECT BRIEF WORKSHEET

Packaging Planning Checklist

Use this checklist to prepare a focused, product-specific custom packaging brief.

01 PRODUCT

- ☐ Product type and intended use
- ☐ Exact product or container dimensions
- ☐ Filled product weight
- ☐ Product material, fragility, and storage needs
- ☐ Number of products inside each package

02 STRUCTURE AND FIT

- ☐ Preferred box style, if known
- ☐ Retail, ecommerce, gifting, or subscription use
- ☐ Insert or internal support requirements
- ☐ Opening and unboxing priorities
- ☐ Packing and assembly method

03 MATERIALS AND FINISHES

- ☐ Preferred paperboard or rigid-board direction
- ☐ Print colors and brand color standards
- ☐ Coating or surface-feel preferences
- ☐ Foil, embossing, debossing, or other special finishes
- ☐ Sustainability or material requirements

04 ARTWORK AND PRODUCTION

- ☐ Artwork status and available brand assets
- ☐ Approximate order quantity
- ☐ Target price point or budget range
- ☐ Prototype or sample requirements
- ☐ Delivery destination and target date

BRING THESE DETAILS TO YOUR PEARLFOLD QUOTE REQUEST

Final structure, dimensions, materials, inserts, finishes, quantity, price, sample scope, production schedule, and delivery terms are confirmed only in the written quotation.