

# Fragrance Packaging Development Checklist

## Build a Strong Foundation Before Production

### Brand & Product Planning

- Brand Name: \_\_\_\_\_
- Fragrance Collection Name: \_\_\_\_\_
- Number of Fragrances Planned: \_\_\_\_\_
- Planned Launch Date: \_\_\_\_\_
- Target Market: \_\_\_\_\_

### Bottle Selection

- Bottle Style Selected: \_\_\_\_\_
- Bottle Size(s): \_\_\_\_\_
- Bottle Material: \_\_\_\_\_
- Bottle Color Strategy: \_\_\_\_\_

### Decoration Planning

- Decoration Method: \_\_\_\_\_
- Number of Print Colors: \_\_\_\_\_
- Logo Placement Approved: \_\_\_\_\_

### Artwork Preparation

- Production Artwork Available: \_\_\_\_\_
- Fonts Outlined: \_\_\_\_\_
- Artwork Reviewed Internally: \_\_\_\_\_

### Color Development

- Custom Color Matching Needed: \_\_\_\_\_
- Pantone References Available: \_\_\_\_\_
- Physical Color Samples Available: \_\_\_\_\_

### Component Planning

- Cap Selected: \_\_\_\_\_
- Closure Approved: \_\_\_\_\_
- Additional Components Needed: \_\_\_\_\_

## Sampling

- Samples Requested: \_\_\_\_\_
- Multiple Color Options Needed: \_\_\_\_\_
- Multiple Decoration Options Needed: \_\_\_\_\_

## Production Planning

- Estimated Annual Volume: \_\_\_\_\_
- Estimated Initial Order Quantity: \_\_\_\_\_
- Number of SKUs: \_\_\_\_\_

## Launch Planning

- Product Photography Scheduled: \_\_\_\_\_
- Marketing Materials Planned: \_\_\_\_\_
- Retail Launch Timeline Defined: \_\_\_\_\_