

Your essential packaging audit checklist

Packaging

- Is your packaging aligned with your brand?
- Is your packaging functional?
- Does your packaging effectively protect your product in transit?
- Is your packaging optimised for shipping (size and weight)?
- Are your packaging materials cost-effective?
- Is your packaging compliant with all current regulations (e.g. environmental, labelling, content)?
- Is your packaging easy to handle and store?

Process

- Is your packaging process efficient?
- Is your packaging process environmentally friendly?
- Do you have more than 5 packaging suppliers?
- Do you have a system for managing waste?

Customer

- Does your packaging appeal to your customers?
- Is your packaging accessible to all of your customers?

Sustainability

- Is your packaging sustainable?
- Is your packaging responsibly sourced?
- Is your packaging recyclable?
- Do you provide customers the right information to recycle or return?
- Do you actively encourage customers to recycle or return your packaging?

Innovation

- Are you exploring ways to reduce your packaging waste?
- Are you exploring new packaging solutions?
- Are you collecting customer feedback on your packaging?

Only ticked a few boxes?
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