

PACKAGING CHECKLIST

Product Name: _____ Size of Product: _____

Type(s) of Packaging: _____

1. What is the purpose of the packaging—for protection? for convenience? for appearance?

2. Is the packaging recyclable?

3. Can the packaging be reused? Explain why or why not.

4. Is any part of the packaging unnecessary? Explain why or why not.

5. Suggest alternative ideas for packaging this product.

6. What score out of 100 do you give this product's packaging?