



# EUROPACK Packaging-Check

Check of your existing or planned packages with regard to their strong and weak points and potentials of optimization. If required, comparison of different package alternatives to each other or to competitive packages.

Summary of the results for you in the form of value analyses and recommendations as well as assistance in developing concepts and in realizing the required measures.

## Aims:

- Identification of possible potentials of improvements to the package (with regard to its functionality, ergonomics, handling, attractiveness, costs, etc.), still in the phase of development, if possible.
- Overall assessment of a package on the basis of a diversified catalogue of objective check criteria
- Creation of an objective basis of comparison for different package options
- Identification of possible conflicts of objectives and therefore creation of a basis for finding a compromise (esp. as far as the development of new packages is concerned)

## Check Criteria (Rough Overview):

- Package (marketing, techniques and logistics)
- Label (marketing, techniques and logistics)
- Ergonomics
- Closure and package neck
- Stability
- Filling and warehousing
- Carton
- Supply and warehousing of empties
- Environment and legal requirements

## Ways of Realisation:

- **Individual Checks of Packages**
  - (a) in the form of a short check (creation of an assessment and a list of recommendations on the basis of questionnaires and packages which were made available)
  - (b) in the form of a detailed package check (on the basis of samples, questionnaires and a personal data taking on site at the supplier, in the filling plant, in the warehouse and at the P.O.S.)
- **Comparative Analysis**
  - (a) by a comparison of different own package options
  - (b) by a comparison to a competitive and/or standard package
- **Assistance during the Realisation:** Development of plans for measures and realisation to realize the required optimisations and support and supervision of the realisation (if necessary on site)

## EUROPACK

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