

# Packaging Design Brief

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Writes a packaging design brief — pack format and material, shelf/visual hierarchy, mandatory declarations, variant differentiation and sustainability — so a designer delivers a shelf-standout, compliant pack. Use it before pack design. For the legal check use the Label & Legal Metrology Compliance Check.

## Purpose of this tool & output

Brief pack design that sells and complies

## How the output is used

Use it to brief pack design that sells and complies — a packaging brief covering shelf appeal, protection and label rules.

## Important cautions

Get the label compliance-checked before printing; missing declarations are legal violations and costly reprints.

## Companion documents

- New Product Development Plan
- Label & Legal Metrology Compliance Check
- FSSAI Product & Licence Compliance
- Contract Manufacturing / Co-Packing Setup
- Shelf-Life & Stability Planning
- Product Cost / Value Engineering

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.