AVEDA PACKAGING / CLIENT HANDOVER

Product-Ready Artwork Checklist

A practical handover guide for premium flexible packaging

Use this list before sending a concept, artwork file or packaging brief to Aveda Packaging.

Start with the pack, then make every detail production-ready.

A clear brief protects your brand, shortens the artwork cycle and gives the printer the information needed to quote and produce accurately.

01 / YOUR PACK

Define the format

- ☐ Pack format: stand-up, flat-bottom, sachet, spout, centre window or another format
- ☐ Finished dimensions, product fill weight and number of SKUs
- ☐ Required finish: matte, gloss, metallic, soft-touch, clear window or combination
- ☐ Expected monthly production volume and launch timing

02 / YOUR BRAND

Supply the creative direction

- ☐ Approved logo files and brand guidelines
- ☐ Product name, variant name and approved marketing copy
- ☐ Colours, fonts, reference imagery and a visual direction
- ☐ Any existing concept, label or agency artwork

03 / FRONT-OF-PACK

Make the shelf case

- ☐ Brand and product name hierarchy
- ☐ Claim substantiation and approved benefit statements
- ☐ Net contents, units and any required front-of-pack callouts
- ☐ Retail, ecommerce and export-market requirements

04 / BACK-OF-PACK

Build trust in the detail

- ☐ Ingredients, allergen, warning, use and storage information
- ☐ Nutrition information supplied or professionally verified
- ☐ Barcode / GTIN and QR destination supplied or requested
- ☐ Manufacturer, distributor, country-of-origin and recycling information

05 / ARTWORK FINALISATION

From a strong idea to printer-ready files.

Aveda Packaging can assist at any point—from an early visual concept through to a complete product-ready artwork pack. We finalise the design against the selected pouch dieline and make sure the functional information has a considered, print-ready place.

- ☐ Correct dieline and safe area confirmed against the chosen pouch
- ☐ 3 mm bleed and seal, zipper or spout restrictions considered
- ☐ Barcode is correctly sized, high contrast and given quiet space
- ☐ QR code points to the correct live destination and scans at final size
- ☐ Images are high resolution; colours are converted to the agreed print specification
- ☐ Final copy, ingredients and nutrition panel are signed off by the brand

AVEDA PACKAGING SUPPORT

We help with more than printing.

We can help shape the pack concept, refine the visual system, place required information and finalise your design into product-ready artwork.

Bring us:

- Your idea or existing artwork
- Product and pack requirements
- All approved copy and codes
- A realistic launch and volume plan

FINAL HANDOVER

Files that keep the process moving

- ☐ Editable source files where available: AI, PDF or packaged artwork
- ☐ Linked images, fonts or outlined final artwork
- ☐ Barcode number and QR URL in a copyable text format
- ☐ A named decision-maker for final copy and proof approval

Ready to turn your idea into a production-ready pack?

Aveda Packaging — premium flexible packaging for growing brands.