

Eyewear Packaging Project Self-Assessment Checklist

Project Name:		Form Filler/Brand:		Date:
1	Brand positioning	High-end luxury goods <input type="checkbox"/> Fashion/Lifestyle <input type="checkbox"/> Professional Sports/Outdoor <input type="checkbox"/> Environmental Protection/Sustenance <input type="checkbox"/> Fast-moving consumer goods <input type="checkbox"/> Other: _____		
2	Target audience	Primary age group:	Primary sales markets:	Consumer price sensitivity: high <input type="checkbox"/> middle <input type="checkbox"/> low <input type="checkbox"/>
3	Product Information	Product Type: sunglasses <input type="checkbox"/> Optical spectacles <input type="checkbox"/> Sports/Functional Glasses <input type="checkbox"/> <input type="checkbox"/> Other: _____ Approximate price range per pair (\$): _____		
4	Prioritisation of Core Packaging Requirements (Please rank by importance from 1 to 5, with 1 being the most critical)	___ Exceptional protective properties: Ensuring absolute safety during transit and daily use. ___ Premium unboxing experience and luxurious feel: Creating memorable “wow” moments that elevate brand perception. ___ Strong environmental and sustainability credentials: Utilising renewable, biodegradable materials to demonstrate brand responsibility. ___ Innovative structure and design: Achieving differentiation through distinctive form or functionality. ___ Rigorous cost control: Delivering optimal results within budgetary constraints.		
5	Packaging Component Requirements (Please tick the required items)	External transport container <input type="checkbox"/> Retail gift boxes (such as clamshell packaging) <input type="checkbox"/> Brand paper sleeve/waistband <input type="checkbox"/> Microfibre glasses cloth <input type="checkbox"/> Daily-use spectacle case (leather/fabric etc.) <input type="checkbox"/> Internal fixed padding (sponge/EVA/velour) <input type="checkbox"/> Membership card <input type="checkbox"/> Product Manual/Warranty Card <input type="checkbox"/> Shopping bag/Paper bag <input type="checkbox"/> Other accessories: _____		
6	Preliminary Material and Craftsmanship Intentions	Preferred primary materials for paper sleeves/book bands: Speciality paper <input type="checkbox"/> PU leather <input type="checkbox"/> fabric <input type="checkbox"/> Other : _____ Surface material of eyewear case: PVC <input type="checkbox"/> PU <input type="checkbox"/> fabric <input type="checkbox"/> Other : _____ Inner material: flannel <input type="checkbox"/> sponge/EVA <input type="checkbox"/> Processed Flocking <input type="checkbox"/> Other : _____ Microfibre eyewear cloth: 140g <input type="checkbox"/> 160g <input type="checkbox"/> 180g <input type="checkbox"/> 200g <input type="checkbox"/> 220/230g <input type="checkbox"/> 250g <input type="checkbox"/> Unbrushed <input type="checkbox"/> Single-sided brushed <input type="checkbox"/> Double-sided brushed <input type="checkbox"/> Other : _____ Surface finish to be highlighted: Hot-pressed gold/Hot-pressed silver/Other colours <input type="checkbox"/> Convex/Concave <input type="checkbox"/> local UV <input type="checkbox"/> Apply matte film <input type="checkbox"/> Apply gloss film <input type="checkbox"/> Other : _____		
7	Are there any existing design drafts or reference diagrams available?	Design completed <input type="checkbox"/> Design support is required <input type="checkbox"/> A preliminary concept or reference image <input type="checkbox"/>		
8	Business and Supply Chain Requirements	Expected initial order quantity (minimum order quantity): _____ Ideal proofing confirmation time: within ___ weeks Ideal production and delivery time for bulk orders: within ___ weeks		
9	Budget	Target single-unit packaging cost range (\$) : _____ (or) Overall project budget range (\$) : _____		

Upon completing this checklist, you will have established a clear foundation for your project.

Should you wish to discuss your requirements with a specialist eyewear packaging manufacturer and obtain a tailored solution, please do not hesitate to contact us.

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