

4AP Food Academy

# Packaging

P

PLATINUM

## Contain

Is your package optimized for full, efficient pallets? Can it be stacked 2 high? 3 high?

**Possible next steps:**

Work with a packaging expert to optimize your pallet configuration.

**Notes:**

## Protect

Have you established when your product fails? Can the packaging protect your product for that length of time?

**Possible next steps:**

Have a conversation with your material providers to confirm that the materials selected provide the maximum protection.

**Notes:**



## Communicate

How can you optimize your brand or packaging communication?

**Possible next steps:**

Use consumer and customer feedback to assess potential tweaks to the packaging and branding.

**Notes:**