



Retail Display Assessment Sheet

Purpose: Ensure display packaging performs visually, structurally, and commercially in a retail environment.

1. Retail Environment Fit

- ☐ Display type defined (floor, pallet, endcap, counter, shelf-ready): _____
- ☐ Retailer requirements reviewed: _____
- ☐ Fits aisle, pallet, and shelf constraints: _____
- ☐ Designed for traffic and shopper interaction: _____

2. Structural & Material Guidelines

- ☐ Correct board grade specified: _____
- ☐ Load rating meets product weight requirements: _____
- ☐ Reinforced stress areas: _____
- ☐ Sustainable and recyclable materials preferred: _____

3. Visual Merchandising

- ☐ Brand visible from 6–10 feet: _____
- ☐ Clear visual hierarchy: _____
- ☐ Graphics aligned with brand standards: _____
- ☐ Retail lighting and scuff resistance considered: _____

4. Product Presentation

- ☐ Easy product access and replenishment: _____
- ☐ Optimized facing count: _____
- ☐ Balanced accessibility and security: _____
- ☐ Clear pricing and feature communication: _____

5. Assembly & Operations

- ☐ Tool-free, fast assembly: _____
- ☐ Flat-pack shipping efficiency: _____
- ☐ Clear instructions included: _____
- ☐ Optimized palletization: _____

6. Compliance & Testing

- ☐ Retail compliance confirmed: _____
- ☐ Stability and load testing reviewed: _____
- ☐ Legal and barcode verification completed: _____

7. Cost & Scalability

- ☐ Target cost achieved: _____
- ☐ Tooling approved: _____
- ☐ Scalable for rollout: _____
- ☐ Cost-down options identified: _____

Final Approval: Design ☐ Structural ☐ Retail Compliance ☐ Production Ready ☐