



# 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