



## EXPANDED NARRATIVE FORMAT

( PLACE PACKAGING TITLE HERE )

1. INNOVATION (if applicable, explain how your package applies to each subhead in detail):

- a) Creative application
- b) Technical Advances
- c) Design Advances
- d) New material applications
- e) Transfer of one technology from another use or industry

2. PROTECTION (if applicable, explain how your package applies to each subhead in detail):

- a) Protection and biological, chemical and distribution requirements
- b) Testing methods for protection
- c) Do testing methods address protection needs
- d) Has package met testing requirements

3. ECONOMICS (if applicable, explain how your package applies to each subhead in detail):

- a) Cost reduction factors
- b) How were costs reduced
- c) Life cycle issues

4. PERFORMANCE (if applicable, explain how your package applies to each subhead in detail):

- a) How does package fill, open, re-close, store
- b) How does it run on machinery (machinery efficiencies)
- c) Overall integration (production line, distribution)
- d) New benefits to end users

5. MARKETING (if applicable, explain how your package applies to each subhead in detail):

- a) Structure/graphics and how they contribute to image, shelf-impact
- b) If redesigned, how did it improve acceptability of package

6. ENVIRONMENTAL IMPACT (if applicable, explain how your package applies to each subhead in detail):

- a) How does package address environmental considerations