


Product Packaging: Style, Languages, Guidelines



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Sourcing & Packaging

An Overview

1. Already have your product
2. Creating a new product
3. Updating Packaging

If You Already Have A Product:

- Don't worry too much about packaging
- Ensure all of the vital information from the packaging is translated and included on the product page and in the first follow-up email

Product Packaging: Style, Languages, Guidelines

If You Have A New Product / Updating Packaging

- Decide what is essential in every language.
 - Include this on the outside of the box (on one side, if it fits)
- If you have inserts, this is another place where it can be included
- If your packaging is too small to fit the full information, try including the information on a landing page (website). Include the link to this page on the packaging.

The BIG Takeaways:

Move Fast: Don't let English-only packaging hinder bringing your product to market. Just update it on your next production run (or two)

Include Essential Information in your Listing: Consider what the customer needs to know and make sure the information is on both the Product Page and Follow-up Emails for every language.

Redesign: If possible, include all information in every language. Try one side of the packaging or an insert.

Work With What You've Got: If the packaging is too small to have the information in multiple languages, create a landing page for the information in each language
