

PACKAGING PROOFING RESPONSIBILITIES*

SAM'S CLUB SR PRODUCT MANAGER

- **Overall graphics**, (for example):
 - Inclusion of proper placement and usage of logos, How2Recycle, Questions/Comments Statement, Made in Country, Distributed By Statement, etc.
 - If applicable: Made in the USA, Best if Used By, special item-specific bugs, logos, callouts, handling requirements (i.e., keep refrigerated, keep frozen, store in a cool, dry place), Team Lift, etc.
 - Alignment to agreed upon design direction/theme/item strategy, clear layout and messaging, appropriate photography, interaction and consistency between primary and secondary packaging, etc.
- **Item Name/Product Description**
- **Features, benefits, general copy**
- **UPC accuracy and placement** (multiple locations as appropriate)
- **SPM should also perform a light review for general alignment on the following:**
 - *Claims/Statements/Callouts, Weight/Dimensions, Ingredients/Materials, Storage/Handling/Care Instructions, Usage or Cooking Instructions, Nutrition Facts Panel, Allergen Warnings, Safety Warnings, etc.*

SAM'S CLUB SR PRODUCT DEV MANAGER

- **Item Name/Product Description**
- **Weight**
- **Dimensions** (US and Metric)
- **Ingredients/Materials**
- **Claims**
- **Any other “regulated” statements/callouts**
- **Storage/handling instructions**
- **Care and Use Instructions** (i.e., Dishwasher, Microwave and/or Freezer Safe, Oil/Season before Use, etc.)
- **Best if Used By inclusion**
- **Usage or Cooking instructions**
- **Nutrition Facts Panel**
- **Allergen warnings**
- **Safety warnings**
- **Made in Country, Made in the USA, special item-specific bugs, logos, callouts, etc.**
- **SPDM should also perform a light review for general alignment on the following:**
 - *Features, benefits, general copy*

REGULATORY AGENCY**

- Reviews entire label/artwork and compares to the information provided by supplier to ensure legal compliance.

**if applicable

PRODUCT SUPPLIER

Supplier is ultimately responsible for correct and legally compliant label/artwork – this includes, but is not limited to the following (as applicable):

- **Item Name/Product Description**
- **Weight**
- **Dimensions** (US and Metric)
- **Ingredients/Materials**
- **Claims**
- **Any other “regulated” statements/callouts**
- **Storage/handling Instructions**
- **Care and Use Instructions** (i.e., Dishwasher, Microwave and/or Freezer Safe, Oil/Season before Use, etc.)
- **Best if Used By inclusion**
- **Usage or Cooking instructions**
- **Nutrition Facts Panel**
- **Allergen Warnings**
- **Safety Warnings**
- **General Graphics** (dieline accuracy, are graphics applied appropriately to provided dielines, interaction between primary and secondary packaging to ensure no key information is obstructed, supplier/printer ability to take design intent and translate it to actual packaging, etc.)
- **How2Recycle**
- **Made in the USA, Team Lift, etc.**
- **Special item-specific, logos, callouts, etc.**
- **Use-appropriate photography** (this means “is the item accurately represented” not “do I like the photography style/propping/etc.”)
- **UPC accuracy, placement, and scanability**
- **Any language translations**

*** All packaging should be reviewed IN FULL by all assigned/mandatory reviewers at each round of proofing. Proofing needs are item-specific. Points listed here should be considered as applicable to the item and may not be all-inclusive.**

