Start with the product

SKU-level packaging links a sellable variant to a written packing rule. Several SKUs can share a rule after fit, protection and presentation checks. Channel, destination and bundle conditions can add exceptions.

Product SKU

Use the existing catalog identifier.

Product / variant

Name the color, size or variation.

Rule ID

A lookup key for this instruction.

Version

Use a controlled version identifier.

Sales channel and destination

State the conditions that select this rule; avoid a universal marketplace rule.

Bundle contents and item quantity

List the actual set or order configuration this rule covers.

Packed dimensions and fit notes

Measure the full configuration, including inserts. A SKU size letter does not select a mailer size.

Rule owner

Name the person responsible for updates.

Record the packing choices

Use material and artwork identifiers your team can distinguish at the packing station. Record exact versions and placement; do not rely on "the usual bag" or an assumed tag attachment point.

Outer packaging ID

Approved bag, box or other format.

Outer packaging size

Confirm using the complete packed item.

Product identity and label file / version

State which identifier belongs to this product and which approved file to use.

Label placement

Describe the position without covering a needed identifier or product detail.

Insert file / version

Identify the approved card or leaflet.

Insert quantity

State how many belong in this parcel.

Branding extras and attachment point

List tissue, seal, tag or tape; specify where each item is applied.

Approved packed sample / photo reference

Link a reviewed sample configuration. A reference image alone does not establish performance.

Check, approve, and handle exceptions

Ask someone who did not write the rule to explain each choice using the actual product and materials. Record approval before use, and define who may approve an alternative.

- [ ] Product identity and the selected label agree.
- [ ] The complete packed configuration fits and is protected.
- [ ] Material, artwork and insert versions are current.
- [ ] Label and tag placement have been checked.
- [ ] Channel, destination and bundle conditions are explicit.
- [ ] The packing station receives this approved version.

Approved by

Name the reviewer.

Approval date

Record the agreed date.

Effective from

When this version may be used.

Exception contact

Who may approve a change?

Stop-and-ask instruction

What should happen if identity, fit or materials do not match? Do not substitute without approval.

Remove obsolete instructions

Record how the old version is removed from the packing station.

This is a blank planning tool for your team to complete and approve. It is not an ASG quote, service promise, completed warehouse record or marketplace compliance certificate.