MOONTIDE INC

Packaging and Label Intake Questionnaire

Use this form to tell us exactly what you want on your labels, boxes and packaging. Check every option you want quoted. Where you are unsure, choose "Need recommendation" and we will advise. Label and box pricing depends on size, material (substrate), finish and print method, so a quote is prepared after this form is returned and artwork is approved.

1. Client and project

Company / brand name

Contact name and role

Email and phone

Project or product name

Is this for ***(Select one)***

- ☐ New product
- ☐ Reorder (same specs as before)
- ☐ Reorder with changes
- ☐ Redesign of existing packaging

Target delivery date (or 'flexible')

Budget target per finished unit (labels and boxes combined), if any

2. Product and container (sizes drive every packaging cost)

Tell us what goes inside. If the container is not chosen yet, mark 'Need recommendation'.

Product type (e.g. salve, candle, body oil, gummy, tincture)

Fill size / net weight (e.g. 2 oz, 30 ml, 80 g)

Container type ***(Select all that apply)***

- ☐ Jar
- ☐ Tin
- ☐ Bottle
- ☐ Dropper bottle
- ☐ Spray bottle
- ☐ Roll-on
- ☐ Tube
- ☐ Pouch / bag
- ☐ Stick / twist-up
- ☐ Candle vessel
- ☐ Need recommendation
- ☐ Other: _____

Container material *(Select all that apply)*

- ☐ Glass
- ☐ Plastic (PET)
- ☐ Plastic (HDPE)
- ☐ Plastic (PP)
- ☐ Aluminum
- ☐ Tin-plate
- ☐ Paper / compostable
- ☐ Need recommendation
- ☐ Other: _____

Container color / finish *(Select all that apply)*

- ☐ Clear
- ☐ Amber
- ☐ Frosted
- ☐ Cobalt
- ☐ Black
- ☐ White
- ☐ Green
- ☐ Matte coated
- ☐ Gloss
- ☐ Other: _____

Container dimensions (diameter x height) if known

Closure *(Select all that apply)*

- ☐ Screw cap
- ☐ Child-resistant cap
- ☐ Dropper
- ☐ Pump
- ☐ Sprayer
- ☐ Roller ball
- ☐ Flip-top
- ☐ Lid with liner
- ☐ Cork / wood
- ☐ Other: _____

Closure color / finish *(Select all that apply)*

- ☐ Black
- ☐ White
- ☐ Gold
- ☐ Silver
- ☐ Rose gold
- ☐ Matte
- ☐ Gloss
- ☐ Wood / bamboo
- ☐ Match container
- ☐ Other: _____

Seal / tamper protection *(Select all that apply)*

- ☐ Induction seal
- ☐ Heat seal
- ☐ Shrink band
- ☐ Tamper-evident ring
- ☐ Label seal over cap
- ☐ None
- ☐ Other: _____

Who supplies the container and closure? *(Select one)*

- ☐ Moontide sources
- ☐ Client supplies
- ☐ Client has a preferred source

3. Quantities and reorders

First order quantity (units) *(Select one)*

- ☐ Under 250
- ☐ 250 to 500
- ☐ 500 to 1,000
- ☐ 1,000 to 2,500
- ☐ 2,500 to 5,000
- ☐ 5,000 to 10,000
- ☐ 10,000+

Expected reorder frequency and quantity

Quote price breaks at *(Select all that apply)*

- ☐ 250
- ☐ 500
- ☐ 1,000
- ☐ 2,500
- ☐ 5,000
- ☐ 10,000
- ☐ Other: _____

Number of SKUs / flavors / scents sharing the same design *(Select one)*

- ☐ 1
- ☐ 2 to 3
- ☐ 4 to 6
- ☐ 7 to 12
- ☐ 13+

Will variants differ by ***(Select one)***

- ☐ Label color only
- ☐ Label text only
- ☐ Both
- ☐ Same label for all

Over and under run (printers commonly ship a few percent over or under) ***(Select one)***

- ☐ Acceptable
- ☐ Exact quantity required

4. Label specifications

Select every option you want quoted. If unsure, choose 'Need recommendation' and we will suggest an option for your container.

Label type ***(Select all that apply)***

- ☐ Roll label (front)
- ☐ Front and back labels
- ☐ Wrap-around label
- ☐ Full sleeve / shrink sleeve
- ☐ Neck / closure seal label
- ☐ Sheet labels (hand applied)
- ☐ Printed directly on container
- ☐ Need recommendation
- ☐ Other: _____

Shape ***(Select all that apply)***

- ☐ Rectangle
- ☐ Rounded corners
- ☐ Circle
- ☐ Oval
- ☐ Square
- ☐ Custom die cut
- ☐ Other: _____

Label size, width x height (and wrap length for wrap-around labels)

Material (substrate) ***(Select all that apply)***

- ☐ White paper (uncoated)
- ☐ White paper (semi-gloss)
- ☐ Cream / natural uncoated
- ☐ Kraft
- ☐ Textured / laid or felt
- ☐ White BOPP (waterproof)
- ☐ Clear BOPP (no-label look)
- ☐ White vinyl / synthetic
- ☐ Silver metallic
- ☐ Gold metallic
- ☐ Holographic
- ☐ Need recommendation
- ☐ Other: _____

Finish ***(Select all that apply)***

- ☐ Matte
- ☐ Gloss
- ☐ Soft-touch (velvet) laminate
- ☐ Uncoated (natural feel)
- ☐ Satin
- ☐ Varnish only
- ☐ Need recommendation
- ☐ Other: _____

Printing method ***(Select all that apply)***

- ☐ Digital (short runs, many variants)
- ☐ Flexographic (long runs)
- ☐ Offset
- ☐ Need recommendation
- ☐ Other: _____

Color ***(Select all that apply)***

- ☐ Full color (CMYK)
- ☐ Black only
- ☐ One spot color
- ☐ Two or more spot colors
- ☐ Pantone matching required
- ☐ White ink (on clear or kraft)
- ☐ Other: _____

Embellishments ***(Select all that apply)***

- ☐ Gold foil
- ☐ Silver foil
- ☐ Rose gold foil
- ☐ Holographic foil
- ☐ Spot gloss UV
- ☐ Embossing
- ☐ Debossing
- ☐ Cold foil
- ☐ None
- ☐ Other: _____

Adhesive ***(Select all that apply)***

- ☐ Permanent
- ☐ Removable
- ☐ Freezer grade
- ☐ Oil and moisture resistant
- ☐ Strong tack (curved / textured surfaces)
- ☐ Need recommendation
- ☐ Other: _____

Environment ***(Select all that apply)***

- ☐ Room temperature shelf
- ☐ Refrigerated
- ☐ Freezer
- ☐ Wet / humid (bath, shower)
- ☐ Contact with oils or alcohol
- ☐ Outdoor
- ☐ Other: _____

Roll direction and core (roll labels) ***(Select all that apply)***

- ☐ Unwind direction: to be advised
- ☐ Core 3 inch
- ☐ Core 1 inch
- ☐ Hand apply (sheet or loose)
- ☐ Machine apply
- ☐ Other: _____

Label panels needed ***(Select all that apply)***

- ☐ Front panel
- ☐ Back panel
- ☐ Ingredients
- ☐ Directions
- ☐ Warnings
- ☐ Supplement or Drug Facts style panel
- ☐ Net weight
- ☐ Barcode
- ☐ QR code (COA / website)
- ☐ Batch, lot and expiry area
- ☐ Manufacturer / distributor address
- ☐ Variable data (hand stamped or coded)
- ☐ Other: _____

5. Box and outer packaging

Skip if no box is needed. Dimensions should be the container's outer size plus clearance.

Do you need ***(Select all that apply)***

- ☐ Individual product box
- ☐ Gift set / kit box
- ☐ Shipper / mailer box
- ☐ Display box (counter or shelf)
- ☐ Master case
- ☐ Hang tag or neck tag
- ☐ Sleeve only
- ☐ No outer packaging
- ☐ Other: _____

Box style ***(Select all that apply)***

- ☐ Tuck end
- ☐ Reverse tuck end
- ☐ Straight tuck
- ☐ Auto-lock bottom
- ☐ Sleeve
- ☐ Two-piece rigid (lid and base)
- ☐ Magnetic closure rigid box
- ☐ Mailer box (E-flute)
- ☐ Pillow box
- ☐ Window box
- ☐ Need recommendation
- ☐ Other: _____

Box inside dimensions (length x width x height)

Material / stock ***(Select all that apply)***

- ☐ SBS paperboard 14 pt
- ☐ SBS paperboard 16 pt
- ☐ SBS paperboard 18 pt
- ☐ Kraft paperboard
- ☐ Recycled paperboard
- ☐ E-flute corrugated
- ☐ Rigid chipboard wrapped
- ☐ Black or colored stock
- ☐ Need recommendation
- ☐ Other: _____

Finish ***(Select all that apply)***

- ☐ Matte aqueous
- ☐ Gloss aqueous
- ☐ Soft-touch laminate
- ☐ Matte laminate
- ☐ Gloss laminate
- ☐ Uncoated (natural)
- ☐ Spot gloss UV
- ☐ Need recommendation
- ☐ Other: _____

Printing *(Select all that apply)*

- ☐ Full color (CMYK) outside
- ☐ Full color inside also
- ☐ One color (black)
- ☐ Pantone / spot colors
- ☐ White ink on kraft or black stock
- ☐ Blind (no print)
- ☐ Other: _____

Embellishments *(Select all that apply)*

- ☐ Gold foil
- ☐ Silver foil
- ☐ Rose gold foil
- ☐ Embossing
- ☐ Debossing
- ☐ Spot gloss UV
- ☐ Window cutout
- ☐ None
- ☐ Other: _____

Inserts and fill *(Select all that apply)*

- ☐ Paperboard insert
- ☐ Molded pulp insert
- ☐ Foam insert
- ☐ Tissue paper
- ☐ Paper shred
- ☐ Product info card or leaflet
- ☐ Sample / freebie slot
- ☐ None
- ☐ Other: _____

Quantity per box and boxes per master case

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6. Compliance and safety

These answers affect which panels, warnings and closures are required. We do not provide legal advice; the client confirms regulatory requirements for the product and states sold in.

Product category *(Select all that apply)*

- ☐ Cosmetic / personal care
- ☐ Dietary supplement
- ☐ Hemp-derived
- ☐ Candle / home fragrance
- ☐ Food
- ☐ Other regulated product
- ☐ Other: _____

States or countries where it will be sold

Child-resistant packaging *(Select one)*

- ☐ Required
- ☐ Not required
- ☐ Not sure

Tamper-evident packaging *(Select one)*

- ☐ Required
- ☐ Not required
- ☐ Not sure

Does the client already have *(Select all that apply)*

- ☐ Approved label copy
- ☐ Lab results (COA) to reference
- ☐ Barcode (UPC) assigned
- ☐ Legal review completed
- ☐ Other: _____

7. Packaging direction

This is the creative brief. Short answers are fine; links and images help most.

Brand feel (choose up to 4) *(Select all that apply)*

- ☐ Minimal / clean
- ☐ Luxury / premium
- ☐ Earthy / natural
- ☐ Botanical / apothecary
- ☐ Mystical / spiritual
- ☐ Clinical / pharmacy
- ☐ Bold / street
- ☐ Playful
- ☐ Vintage / heritage
- ☐ Modern / tech
- ☐ Feminine
- ☐ Masculine
- ☐ Gender neutral
- ☐ Other: _____

Describe your customer (age range, lifestyle, where they shop)

Where it will be sold ***(Select all that apply)***

- ☐ Online store (direct to consumer)
- ☐ Marketplaces
- ☐ Smoke / CBD shops
- ☐ Wellness or spiritual boutiques
- ☐ Grocery or pharmacy
- ☐ Dispensary
- ☐ Wholesale to other brands
- ☐ Events and pop-ups
- ☐ Other: _____

Price position ***(Select one)***

- ☐ Value
- ☐ Mid-range
- ☐ Premium
- ☐ Luxury

Color direction ***(Select all that apply)***

- ☐ Brand colors supplied
- ☐ Earth tones
- ☐ Pastels
- ☐ Jewel tones
- ☐ Black and gold
- ☐ Black and white
- ☐ Bright and bold
- ☐ Need color recommendation
- ☐ Other: _____

Brand colors (Pantone or hex codes) and fonts, if you have them

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Sustainability preferences ***(Select all that apply)***

- ☐ Recycled content
- ☐ FSC certified paper
- ☐ Plastic free
- ☐ Compostable / biodegradable
- ☐ Refillable
- ☐ Not a priority
- ☐ Other: _____

Unboxing and shipping experience ***(Select all that apply)***

- ☐ Premium unboxing matters
- ☐ Functional is fine
- ☐ Must survive parcel shipping
- ☐ Retail shelf impact matters most
- ☐ Gift ready
- ☐ Other: _____

Must appear on pack ***(Select all that apply)***

- ☐ Logo
- ☐ Tagline
- ☐ Ingredients
- ☐ Net weight
- ☐ Directions
- ☐ Scent / flavor name
- ☐ Batch or lot
- ☐ Website or social handles
- ☐ QR code
- ☐ Barcode
- ☐ Certifications (organic, vegan, cruelty free)
- ☐ Recycling symbols
- ☐ Other: _____

Inspiration: links to packaging you like or dislike (up to 3 each)

Anything we must avoid (colors, imagery, wording)

Other packaging direction notes

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8. Artwork and design services

Artwork status ***(Select one)***

- ☐ Print-ready files supplied
- ☐ Logo only, needs layout
- ☐ Needs full design
- ☐ Needs dieline / template

File formats you can supply ***(Select all that apply)***

- ☐ Vector PDF
- ☐ AI
- ☐ EPS
- ☐ SVG
- ☐ PNG (high resolution)
- ☐ Not sure
- ☐ Other: _____

Proofing ***(Select all that apply)***

- ☐ Digital proof
- ☐ Printed proof
- ☐ Physical sample or pre-production sample
- ☐ Press check
- ☐ Other: _____

Design services needed ***(Select all that apply)***

- ☐ Label design
- ☐ Box design
- ☐ Logo design
- ☐ Photography
- ☐ Copywriting
- ☐ Brand guide
- ☐ Other: _____

Who approves artwork and proofs (name and email)

9. Production and fulfillment

Who applies labels and assembles boxes? ***(Select one)***

- ☐ Moontide
- ☐ Client
- ☐ Third party

Shipping of finished goods ***(Select all that apply)***

- ☐ Pickup
- ☐ Freight / pallet
- ☐ Parcel
- ☐ Drop ship to customers
- ☐ Ship to Amazon / fulfillment center
- ☐ Other: _____

Ship-to address and receiving hours

Turnaround ***(Select one)***

- ☐ Standard
- ☐ Rush (extra cost)
- ☐ Flexible

Additional notes

Approval

By signing, the client confirms the specifications above are correct. Final pricing and lead time are issued after review. Artwork and proofs must be approved in writing before printing.

Client name and signature

Date