

Food packaging design typical costs

With over 50 years of experience and clients including Coca-Cola, we are a trusted source of successful project work across food products, pet foods, household goods, electrical goods and speciality food products.

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The process

1. Agree proposal	2. Mobilisation	3. Creative Stage 1	4. Creative Stage 2
Agree appointment by client. Set up agreed timeline.	Collect all necessary information such as ingredients and Nutritional values and any regulatory/legal information, we can advise on what is needed.	Create 3 design concepts across the product with a clear recommendation for one. If this is a range we will show the creative across the range.	Review with stakeholders online. Select ONE design concept for development going forward for each item.
5. Creative Stage 3	6. Artworks Stage 1	7. Artworks Stage 2	8. Handover to client as PDFS
Assemble all final signed off and correct detailed information from client. All facts/stats, ideally this is all in one go.	Assemble final layouts from stage 3 inc photography. Sign off text and imagery.	Final client revises TEXT ONLY. FINAL Sign off text and imagery. Set up as print ready artwork.	Completion.

PROJECT MANAGEMENT

Will be determined once scale and timings of the phases are agreed

Typical costs

3 packs in the same range - ie: flavour variations

Steps 1,2	Collection and assembly of all necessary material. This can include all legal and regulatory information, printers cutter guides for the pack size	FREE
Steps 3,4,5	Creative design and layout showing 3 choices includes 2 sets of revisions from one chosen design, ensure all legal information is included at the legal sizes and locations on the pack. Includes photographic style layouts for guidance BUT not the actual photography. We can advise on the photographer if needed	£5500
Steps 6,7,8	Final layout with any imagery/photography (the cost of photography is extra - we can advise on this) check allows for 3 text revises only - get final checks and sign off with you and set up as print ready pdfs, We will talk with the printer to ensure it is all to the correct specification for the pack format	£3500
	TOTAL	£9000

Extras

Extras will be VAT at the current rate, any photography - stock photography from shutterstock.com. Any deliveries by courier or travel, colour mock ups or outputs as prints - extras are charged at cost + 25% (except VAT) and always advised in advance for approval.

Any new project requires a 50% advance payment and the second 50% at completion of Step 7 prior to handover of final artwork.

Any questions?

E: john@adcreative.co.uk

Call John Graham: +44(0)7831 859 672

ADCreative London: The Spider House, Leathermarket Street, London Bridge, London SE1 3HN