



OBJECTIVE

Enhance brand loyalty through universal design while meeting consumer safety requirements.

Market Reach

Has the Braille placement been optimized for the most common “touchpoints” on the shelf, such as the front of pack versus the side? Yes No

Design Integrity

Does the tactile layer use transparent UV varnish to avoid obscuring brand colors, logos, or mandatory FDA nutrition facts? Yes No

Substrate Compatibility

Has the adhesive been tested to ensure the label won’t “flag” or peel when the high-build UV dots are applied to curved surfaces? Yes No

Safety Symbols

Does the packaging require ISO 11683 triangular hazard warnings for household chemicals or detergents? Yes No

Multi-Sensory Branding

Can tactile “textures” or shapes be added to increase brand recognition for all users? Yes No

Supply Chain Survival

Are the dots rigid enough to maintain their “feel” after shipping, palletizing, and retail stocking? Yes No

Durability

Will the tactile dots withstand high-speed automated bottling lines without flattening? Yes No

Compliance Future-Proofing

Does the labeling meet upcoming state-level accessibility guidelines, such as FDASIA best practices? Yes No

