

NEW PRODUCT DEVELOPMENT FORM

01 HELPING US TO HELP YOU...

Please complete this form, guidance notes are provided in the left hand margin for your reference.

The form is divided into four sections. Section 1 includes basic information, section 2 covers content for initial consideration and completion and section 3 can be overlooked initially unless specific information is available, as this can be discussed later in the project. Finally section 4 is provided for additional notes and information relevant to your new product development.

The Guidance notes are designed to help generate thought processes and ask questions that are often helpful to consider. The form is not designed to limit your answers. If you need more space feel welcome to put extra comments in section 4 or on additional sheets of paper or other attached documentation. If you need further information filling the form you are welcome to consult a member of the Herrco Brand developments team. Please telephone us on **01986 834611** or send an e-mail to **info@herrcobd.co.uk**

The proposed name for your product.

PRODUCT NAME

When do you propose to have finished product ready for sale?

OUR DEADLINE

YOUR DETAILS

Your name

Email

Telephone

Company

Address

Postcode

OFFICE USE ONLY:

02

Please state your own requirements. eg: reasons for creating product / product differentiation / long term aims / future range extensions / product values & philosophy.

PRODUCT OBJECTIVES - Background information

RETAIL PRICE RANGE - How much will your product sell for?

Minimum Maximum

Should your product be a gel, liquid or cream? / Should your product be contained in for example a jar, bottle or tube? / Are there any materials you wish to avoid? Why?

PRODUCT FORMULATION - Formulation requirements

COMPETITOR PRODUCTS - Existing products you like & why

COMPETITOR PRODUCTS - Existing products you dislike & why

Think about viscosity / shimmer / feel in the hand / other visual characteristics

PRODUCT APPEARANCE - What should it look like?

Favourite & disliked fragrances / short or long lasting? / how do you envisage your new product's fragrance?

FRAGRANCE - Specification & selection

Favourite & disliked colours. If you have a specific colour breakdown (CMYK or Pantone) please state this here.

COLOUR - Initial colours for consideration

Please state any preference or existing example.

SPECIAL INGREDIENTS- Any special ingredients of interest?

Possible product sensations eg smoothing / cooling / quick drying / tightening / vanishing / cleansing / long lasting / quick drying.

PERFORMANCE- How should the product perform?

Consider different sizes / skin types / sun protection factors.

VARIANTS- Product variations to be considered

For example: "this product rehydrates the skin"

ON PACK CLAIMS- What claims are you seeking to make for your product?

Please list by country

RETAIL COUNTRIES- Where will your product be sold?

Do you require testing to proof your claims?

EFFICACY WORK - Work to proof your claims required ?

Yes No

Additional comments:

Highly recommended

STABILITY TESTING? - Stability & compatibility testing required?

Yes No

Additional comments:

03

SPECIFIC INFORMATION - This section can be discussed later if you wish.

Jar / bottle / pump / tube / carton / acetate carton / cellophane wrapping etc.

PACKAGING

Product type styling. Please state any preference or existing example.

TYPEOGRAPHY (FONTS)

Product shape styling. Please state any preference or existing example.

SHAPE

Product material. Please state any preference or existing example.

MATERIAL

Packaging colour. Please state any preference or existing example.

PACKAGING COLOUR

For example pump / lid / screw cap / flip top cap

CLOSURE

Label. Please state any preference or existing example.

PRINT / LABEL

**PLEASE SEND
COMPLETED
FORM TO US AT:**



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