Adult and Kids Rain Ponchos: A Retail Size and Packaging Brief

Build a retail rain poncho brief around adult and child size records, labelled colours and the exact contents of each sales unit.

Catalogue photograph

Seawing Editorial Team

Outdoor sourcing guides

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TL;DR

Give adult and child presentations separate sample records. Measure garment length, width and the openings on the chosen version, then approve the retail pack for that exact combination. The Seawing SKU 39 catalogue shows both presentations, a drawstring hood and elastic cuffs. Use those observations to start the brief and leave unverified dimensions open.

Start with what the catalogue shows

SKU 39 is presented as reusable. The colour references shown are clear, blue, pink, yellow, purple and black. The catalogue photographs show adult and child presentations. Confirm which colour and size combinations are offered before copying them into a purchase line.



AI-generated editorial illustration · Generic adult and child ponchos on separate hangers

Lay the garment flat without stretching it. Record where the body length starts, where the hem ends and where the width is taken. Describe any cuff or sleeve opening in its relaxed state and record its condition separately if a second measurement is requested.

For retail approval, match the garment, outer packaging and item record. Photograph the selected sample and the packed unit separately. A clear film pack can show the colour while obscuring the size presentation when the garment is folded, so check the visible size and colour information from the selling face.

Compare the decisions



AI-generated editorial illustration · Generic poncho laid flat for measurement

Compare the decisions

Field	Record or verify	Buyer decision
Presentation	Adult and child shown for SKU 39	Keep individual sample lines
Garment geometry	Define length, width and opening points	Approve a reproducible fit record
Hood and cuffs	Drawstring hood and elastic cuffs shown	Review the chosen construction and market evidence
Colour and size	Confirm offered combinations	Avoid mixing references on the shelf
Selling unit	List contents, label and packed dimensions	Match the approved unit with the order

Build the packaging handoff



AI-generated editorial illustration · Generic folded poncho beside an unprinted retail pouch

Build the packaging handoff

Control	Send to the supplier	Check on arrival
Garment identity	Selected presentation, colour and sample revision	Match the physical garment with the label
Selling face	Requested size and colour display, artwork revision	Read the identification with the garment folded
Pack-out	Unit contents, quantity, market and requested evidence	Match packed contents and dimensions to the approved record

Garment identity

Selected presentation, colour and sample revision

Match the physical garment with the label

Selling face

Requested size and colour display, artwork revision

Read the identification with the garment folded

Pack-out

Unit contents, quantity, market and requested evidence

Match packed contents and dimensions to the approved record

Build the packaging handoff

Catalogue views and buying examples



Catalogue view labelled adult showing the back of a clear poncho



Catalogue view labelled kids showing a blue poncho

From sample to shelf

1. Separate adult and child records
2. Measure the selected garment
3. Confirm offered colours and sizes
4. Approve the labelled sale unit
5. Link the purchase line to the approved sample

From sample to shelf

Sources

Decathlon · Quechua MH100

frogg toggs · Ultra-Lite2 Youth Poncho

GS1 · Package and Product Measurement Standard

European Commission · Packaging and packaging waste

Review the poncho record and request presentation details

Frequently Asked Questions

Does SKU 39 show adult and child sizes?

It shows both presentations. Request the measurement record for each offered version.

Can the photographs establish age ranges?

No. Use a verified size record and the intended market presentation.

Which garment points should I measure?

Record the starting point, hem, body width and cuff or opening dimension on the chosen sample.

Does the garment photo show what comes in the retail pack?

It identifies the garment presentation. Confirm unit contents and packaging against an approved pack-out record.

Does the catalogue provide a waterproof test rating?

The available catalogue description gives no verified waterproof rating. Request method-specific evidence for any proposed claim.