

ARTWORK SPECIFICATION

Front label glass 75 cl

65 × 98 mm portrait | 1 front label



Still



Sparkling

Artwork delivery at a glance

Use the template on page 2 for the front label. When submitting, clearly state whether the water is still or sparkling. The mandatory product information is provided on the standard back label.

TECHNICAL FILE

- Size: 65 × 98 mm finished size. Page size 68 × 101 mm, including 1.5 mm bleed on all sides.
- File: PDF, preferably PDF/X-4; one page per design and no crop or registration marks.
- Colour & images: CMYK and at least 300 dpi at final size. PMS colours only by prior agreement.
- Text: All text must be converted to outlines.

LAYOUT & LABELS

- Bleed: Extend backgrounds 1.5 mm beyond the magenta dieline, up to the page edge.
- Safe margin: Keep critical text and logos at least 2 mm inside the dieline.
- Label material: Standard white polypropylene, printed in CMYK and finished with UV varnish. Transparent labels are available at extra cost on request.
- Template: Use the template on page 2 and keep the dieline in its separate layer. State whether the water is still or sparkling when submitting.
- Back label: Fixed product information is applied separately on the standard back label and is not required on the front.

FINAL CHECK BEFORE SUBMISSION

- ✓ The template on page 2 has been used.
- ✓ Backgrounds include 1.5 mm bleed on all sides.
- ✓ Critical text and logos are at least 2 mm inside the dieline.
- ✓ The PDF is CMYK and images are at least 300 dpi.
- ✓ All text has been converted to outlines.
- ✓ The submission states whether the water is still or sparkling.



Content check
The submitting party remains responsible for spelling, logos, claims and trademark rights on the front label. Water Concepts provides the fixed product information on the standard back label.

the 1990s, the number of people in the world who are undernourished has increased from 600 million to 800 million (FAO 2001).

There is a growing awareness of the need to address the problem of undernourishment. The United Nations Millennium Declaration (2000) states that 'the world must ensure that all people have access to sufficient food and that no one is hungry'. The United Nations World Food Summit (1996) has set a target of halving the number of undernourished people in the world by the year 2015. The World Bank (2000) has also set a target of halving the number of undernourished people in the world by the year 2015.

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