

ARTWORK SPECIFICATION

Label PET bottle 330 ml

205 × 65 mm landscape | 1 wrap-around label



Examples with a wrap-around label

Artwork at a glance

Use the separately supplied production template as your basis. The magenta line indicates the cut line and must not be printed.

TECHNICAL FILE

- Format: 205 × 65 mm net. Page size 208 × 68 mm, including 1.5 mm bleed on all sides.
- File: PDF, preferably PDF/X-4; one page 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.

ARTWORK & PLACEMENT

- Bleed: Backgrounds must extend 1.5 mm beyond the magenta cut line, up to the page edge.
- Safe area: Keep critical text and logos at least 2 mm inside the cut line.
- Overlap area: Keep the right-hand 11 mm free of text and logos; extend the background and remove the dashed guide.
- Cut line: A guide in the separate 'Stans' layer; it must not be printed.
- Fixed information: Keep the product text, barcode and deposit logo from the template unchanged.

CHECK BEFORE SENDING

- ✓ Artwork uses the separately supplied production template.
- ✓ Backgrounds have 1.5 mm bleed on all sides.
- ✓ Overlap area is text-free; background extends and guide is removed.
- ✓ The PDF is CMYK and images are at least 300 dpi.
- ✓ All text has been converted to outlines.
- ✓ Fixed product, barcode and deposit information is unchanged.



Content check
The supplying party remains responsible for spelling, logos, claims, trademark rights and legally required product information in the label artwork.

Spring water, best served chilled. Best before end: see bottleneck.
Store out of direct sunlight. Produced by: Water Concepts Benelux,
www.waterconcepts.eu. This bottle is made of recycled PET, and is
100% recyclable.

330 ml e

