



Danish Bottling

## **Guideline: Choice 50 Plastic**

### **Description:**

Your file has to be made as a picture file with precise measurements and NOT as a normal finished file. The PDF supplied to us must be ready for print without cutting marks. The size of the file is shown below in the blue template and measures 220\*86 mm.

### **Placement of the declaration:**

When designing your label, please take into consideration that the declaration will be placed to the right side. The declaration will be placed in the artwork by us and should not be part of your design. This way we ensure that the legislation is followed and that our product insurance will remain intact.

### **Delivery of the artwork:**

The artwork is sent to us as an attached file to an email. The file must be a PDF-file in 100% resolution and minimum 250 DPI. The prints are made in 70# screen lines. If the file is sent in any other size, the ordering system might enlarge or cut the file in an unwanted way.

### **Positive Checklist:**

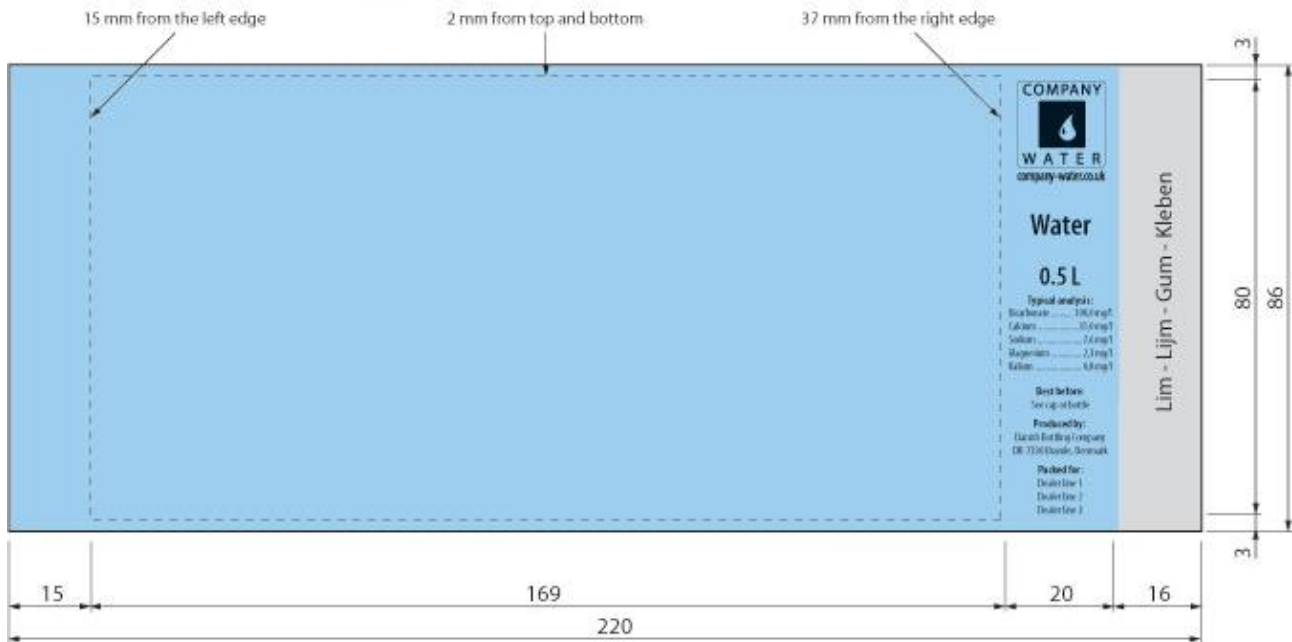
- The file must be delivered in the size 220\*86 mm
- Make sure all measurements are correct
- Minimum resolution 250 DPI
- The file is separated in CMYK-colours
- The file is sent as a PDF
- All text is outlined

### **Negative checklist:**

- No cutting marks
- No declaration
- No RGB pictures
- No pure Pantone colours
- No ICC-profiles in the file
- The Acrobat Reader-version is NOT higher than 7.X

Figure: Drawing of the label – Choice 50 Plastic

The Pdf-file for delivery must measure 220 x 86 mm.  
Keep important text inside the area mentoined below:



### European legislation:

Please notice that the label design shall respect the European legislations regarding marketing and sale of bottled drinking water. The description “natural mineral water” and “spring water” can, in accordance to the European legislation, not be used for bottled water with own trademark.

The person designing the label is responsible for respecting the legislation. Please contact the supplier if you have questions about design or description.

Reference is made to the supplier’s General Terms of Sale.