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Guidelines for revising or creating new can and carton artwork

CONTENTS

- 1.0 Distributor checklist when revising or creating new can artwork**

- 2.0 Can artwork amendments**
 - 2.1 If the design is not changing**
 - 2.2 If minor amendments required**
 - 2.3 If the design is changing significantly**
 - 2.4 End Product Labelling Information (EPLI) - Agree label with DGC**
 - 2.5 English translation**
 - 2.6 If label needs regulatory approval**
 - 2.7 Typical artwork process**

- 3.0 Can artwork standards**
 - 3.1 Opti-Flex (DGC's graphic designer) artwork guidelines**
 - 3.2 How to send can artwork files**

- 4.0 Carton artwork**
 - 4.1 Standard Net, Gross & Cubic measurements**
 - 4.2 How to send carton artwork files**

- 5.0 Additional information**
 - 5.1 Barcodes**
 - 5.2 NZ Fern symbol**
 - 5.3 Scoops and reclosures**
 - 5.4 Inkjet codes for can and carton**

List of Appendices

1.0 Distributor checklist when revising or creating new can artwork

Before commencing new or amended artwork (can or carton), it is advisable for a distributor to discuss and agree with DGC the best method of managing the change.

Checklist	Tick box
1) If revising a can label, are current artwork files available for your designer to use (see 2.1)?	
2) Have you made your designer aware of Opti-Flex' artwork standards (see 2.1 and 3.1)?	
3) Before submitting a label to a regulatory authority:	
- Has a PDF of the final version draft label been sent to DGC to check and approve (see 2.6.I)?	
- Has an English translation and 'live' foreign language text of final version draft label been sent to DGC to check and approve (see 2.5)?	
4) Before artwork files are uploaded to Opti-Flex (DGC's designer/prepress provider):	
- If changes have been requested by a regulatory authority, has DGC been sent a pdf of final version artwork that includes regulatory amendments (see 2.6. II)?	
- Does the label artwork fit the correct keyline; are branding identity standards correct; have no more than 6 colours been used (see 3.0, 3.1)?	
- Do the artwork files comply with Opti-Flex' requirements, eg, software formats, fonts, links, etc (see 3.1)?	
- Do you have coloured prints to courier/mail to DGC (see 3.0)?	
5) To upload can artwork files direct to Opti-Flex, see 3.2. <i>Note: Carton artwork is not processed by Opti-Flex; therefore, please do not send carton artwork files to Opti-Flex (see 4.2).</i>	
6) If regulatory approval was required, has evidence of authority's approval been sent to DGC (see 2.6 iii)?	
7) If can artwork is changing, have you checked whether the carton artwork also needs to be changed, eg, does the wording on the carton still agree with the wording of the amended can artwork?	

2.0 Can artwork amendments

By following these guidelines, it is hoped that the artwork process will progress as smoothly as possible for the distributor and all other parties involved, with the minimum of frustration and delay, and unnecessary and costly rework avoided.

If a distributor needs clarification on any point, or is unsure of the best procedure to follow, please do not hesitate to contact the Artwork Co-ordinator (Abby Knight – Abby.Knight@dgc.co.nz) for advice regarding artwork.

2.1 If the design is not changing

Current artwork must be used as the basis for amendments. Although a distributor supplies artwork files in Adobe Illustrator (AI) format to Opti-Flex (DGC's prepress provider), Opti-Flex and the tinline printer work in ArtPro. Therefore, Opti-Flex converts files to ArtPro before making any adjustments or corrections. Then, when requested by DGC, Opti-Flex will convert the processed ArtPro files back to AI before sending them to a distributor to use as the basis for the next amendments.

Only by using current artwork files as the basis for amendments, will previous colour and formatting adjustments be captured, ie, Opti-Flex should not have to repeat adjustments if current artwork files are used. The distributor's designer needs to be aware that when Opti-Flex converts ArtPro files to AI, some of the elements are different (eg, ArtPro is in Paths, not live fonts, and can't be edited). Therefore the distributor's designer will need to blend elements of the two files together (live text over the converted one, then start rebuilding).

2.2 If minor amendments required

If minor amendments are required to can labels, a distributor may not need to supply new artwork files as it may be possible for Opti-Flex to make the changes in New Zealand. If a minor amendment involves foreign language text, then the distributor can email an AI file to DGC, or can upload an AI file to Opti-Flex's FTP (see 3.2).

2.3 If the design is changing significantly

If a label design is completely changing, it may be necessary for the distributor to prepare new artwork from scratch (in which case it would not be necessary for Opti-Flex to supply current artwork files to the distributor to use as the basis for new artwork).

2.4 End Product Labelling Information (EPLI) - Agree label with DGC

To prevent unnecessary repeat checking/rework of draft labels, it is best that a distributor agrees the end product labelling information with Market Access (Caroline Keast/Shelley Yang) at DGC before the draft artwork is sent to DGC for checking. However, DGC realises that time constraints sometimes mean that artwork must commence ahead of agreed labelling information, but this will only occur in certain circumstances.

Once a distributor has uploaded artwork files to Opti-Flex, it is only under exceptional circumstances that further amendments can be made.

2.5 English translation

It is a regulatory requirement that DGC has available an up-to-date English translation of all foreign text labels. Therefore, early in the artwork process, when a distributor sends DGC a first draft label, the distributor must also supply DGC with:

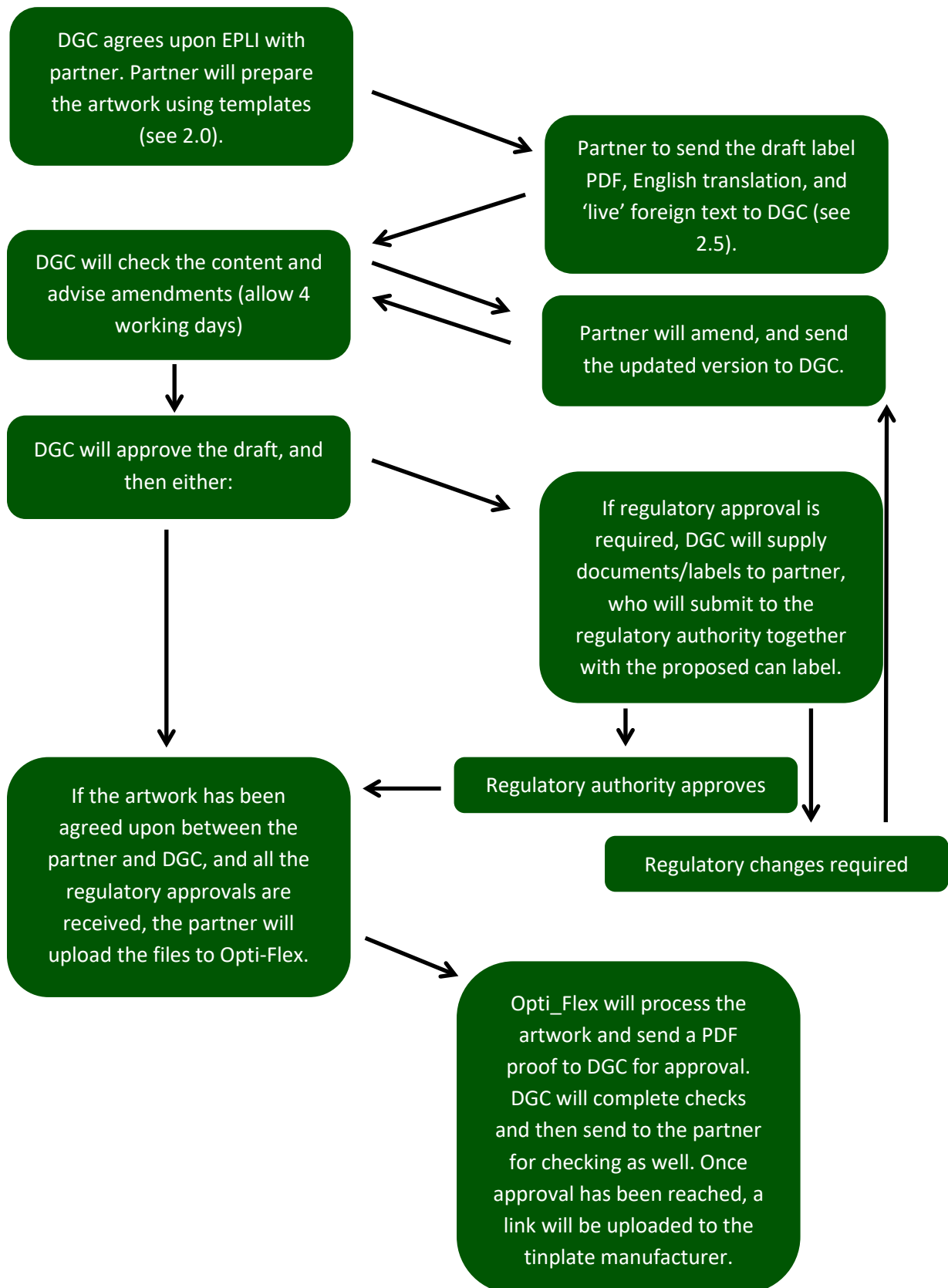
- a) an English translation; and
- b) 'Live' foreign language text. 'Live' text is text that is saved in an editable software format such as Microsoft Word, Excel, etc. This live text will enable DGC to get an independent translation. (Text contained in a 'read only' format, such as PDF, cannot be edited and is therefore not 'live' text.)

When a label is finalised, and after any regulatory change requirements have been made, the distributor must again send DGC an updated English translation, and 'live' foreign language text of the entire label.

2.6 If label needs regulatory approval

- I. A final draft label (ie, that includes all amendments as agreed between DGC and the distributor) must be sent to DGC before a distributor submits the label to the regulatory authority for approval. (After regulatory approval has been received, it is too late to make further amendments to the label.)
- II. After regulatory approval is received, if changes have been requested by the regulatory authority, a PDF of the amended label must be sent to DGC to check before the artwork files are given to Opti-Flex.
- III. DGC is required to keep a record of formal regulatory approval for each product that has been submitted to a regulatory authority and approved. Therefore, DGC requires the distributor to provide Market Access (Caroline Keast – Caroline.Keast@dgc.co.nz, Shelley Yang – Shelley.Yang@dgc.co.nz and Selina Lai – Selina.Lai@dgc.co.nz) with evidence of formal approval, and a table that summarises the product name(s), pack size(s), registration approval number(s) and date(s) of approval.

2.7 Typical artwork process



3.0 Can artwork standards

The distributor is to supply branding standards (ie, Pantone colours, coloured prints and AI files) of all standard brand names and logos. Although it is the task of a distributor's designer to maintain consistency across a brand range, Opti-Flex also checks for consistency.

When setting up artwork, a maximum of six colours (eg, 4 CMYK, plus 2 Spot) are to be used.

It is helpful as reference only, rather than for matching to, if three coloured proofs are sent to DGC when new or revised design can artwork files are supplied (one each for Opti-Flex, DGC, and the tinplate printer). While it is difficult to replicate exact colours on different substrates (coloured paper prints will never be an accurate indicator of printed tinplate), coloured prints can be a useful visual guide to Opti-Flex and to the tinplate printer (see 3.1 Supplying artwork).

3.1 Opti-Flex' Artwork Guidelines (Opti-Flex is DGC's graphic designer)

Dielines

Templates showing maximum print and read areas and bead line profiles are available for each can size in pdf format on DGC's website or on request from DGC (Appendices 1 & 3). Contact the Artwork Co-ordinator for these dielines.

Software compatibilities

Software applications currently being run at Opti-Flex, in order of preference, are:

- a) Artpro V12 - revisions are updated every few months. Check with DGC for the latest version.
- b) Illustrator CC - ensure PDF compatibility option is selected when saving Illustrator file.
- c) Photoshop CC - DO NOT SUPPLY can artwork as full Photoshop files. Photoshop files are suitable for images only.

Opti-Flex can also use:

- Freehand MX - This can be supplied but will be converted over into Illustrator first.
- InDesign CC
- Acrobat XI - HiRes PDFs only. DO NOT convert to CMYK if original file contains spot colours.

All new files are converted to Artpro by importing a postscript or PDF file. Opti-Flex can accept a postscript or PDF file from any application (even if Opti-Flex doesn't have it).

Supplying artwork

When supplying your files, please ensure the following:

- Files are complete and signed off by DGC prior to submitting to Opti-Flex.
- Dimensions are correct according to printer specifications (see 3.1 Dielines).
- A printed visual for each product/can size is supplied, must be suitable quality for proofing (text readable), accurate to file, labelled by product with inks noted and preferably at 100%.
- In addition, a pdf of signed-off correct artwork may be supplied for Opti-Flex to print out.
- Opti-Flex welcomes any PDF visuals you might have for further advice or discussion prior to any artwork submissions.

If supplying complete files, please include the following:

- Full working file with live font
- Separate outlined file
- All fonts
- All links (images) - layered & flattened Photoshop files.
- No trapping should be applied to files.
- Any files that do not comply with the above may result in rejection of the file and deadlines compromised.

Links

All images need to be:

- Recommended 300dpi or greater (200dpi is accepted).
*Note: Images must be supplied at the correct dimension - enlarging images in the file will reduce the resolution.
- Layered .PSD files as well as flattened .TIF or .EPS images.
If a layered Photoshop file contains live text, please convert to an image.
*Note: it is not recommended that text be used in Photoshop.
- All images CMYK plus any spot colours - RGB is not accepted.

3.2 How to send can artwork files

The following methods can be used for sending can artwork files; however, DGC's preferred option is for files to be uploaded direct to Opti-Flex.

Uploading files to Opti-Flex

Files should be zipped to minimise corruption enroute.

Opti-Flex' link to upload files to is: <https://opti-flex.sharefile.com/r-rbfeda3487bf4f4d9>

File names and the date that files were uploaded are to be emailed to the Artwork Co-ordinator.

Emailing artwork

If there is a small foreign text amendment to be made, the best method may be to send the AI file by email to DGC. Before emailing, ensure extensions are added to files (ie: .. .AI).

It helps to Stuff or Zip files before sending, as this avoids any possible corruption during transit and also reduces the file size.

4.0 Carton artwork

Can and carton artwork is processed by different companies, so artwork files must be supplied separately, i.e. Can artwork files to be uploaded to Opti-Flex (see 3.2). Carton artwork files must be emailed to the Artwork Co-ordinator. DGC's carton manufacturer is Visy, who also processes the carton artwork.

Templates and design

The distributor is to prepare carton artwork on the appropriate template, eg, 12X900g, 6X900g, 12X400g. Template files (Appendices 5-8) are available on DGC's website or on request from DGC. Contact the Artwork Co-ordinator for these templates.

Please keep the carton design as generic as possible, so that it will not be necessary to change the carton artwork every time the can artwork is amended. Use the minimum of text. Avoid complex designs and fine lines.

Text colours

Available Pantone text colours are:

- BlackU
- 4625U (brown)
- 370U (grass green)
- 357U (dark green)
- 328U (turquoise)
- 316U (dark turquoise)
- 308U (mid blue)
- 2767U (ink blue)
- 540U (navy blue)
- 2745U (dark purple)
- 2617U (mid purple)

These colours have been selected from Visy's limited range of inks, based on factors such as clarity of text when printed on the light brown Kraft board used for DGC's cartons, and on barcode readability.

Yellows, reds and golds are not suitable mono colours.

Barcode and unique product code for insertion in diamond on bottom of carton

DGC will supply Visy with a unique product code for insertion in the diamond on the bottom of the carton, and with a barcode if one is not supplied by the distributor.

4.1 Standard Net, Gross & Cubic measurements

DGC's standard weights and cubic measurements for insertion on carton artwork are as follows:

6X800g

Net: 4.8kg

Gross: 6.2kg
Cubic: 0.017m³

6X900g

Net: 5.4kg
Gross: 6.8kg
Cubic: 0.017m³

12X350g

Net: 4.2kg
Gross: 5.9kg
Cubic: 0.016m³

12X400g

Net: 4.8kg
Gross: 6.5kg
Cubic: 0.016m³

12X800g

Net: 9.6kg
Gross: 12.3kg
Cubic: 0.037m³

12X900g

Net: 10.8kg
Gross: 13.4kg
Cubic: 0.037m³

4.2 How to send carton artwork files

Before sending carton artwork files, a PDF of draft carton artwork must be sent to DGC for checking and approval.

After DGC gives approval, the file **must be saved in Adobe Illustrator (AI) format**, as that is the only format that Visy, DGC's carton manufacturer, works with.

Carton artwork AI files are to be emailed to the Artwork Co-ordinator.

5.0 Additional information

5.1 Barcodes

If requested by a distributor, DGC will supply both can and carton barcodes. These will be generated and inserted at both Opti-Flex and Visy.

5.2 NZ fern symbol

The NZ fern symbol is a marketing tool that signifies the products originate from New Zealand, are of the highest quality, and that DGC is aligned with the values of the New Zealand brand. The fern symbol is a unique and identifiable sign of success as only selected New Zealand companies doing business internationally are eligible to use the symbol. New Zealand Trade and Enterprise has approved DGC (and its partners) to use the fern symbol on its cans and other promotional material.

When using the fern logo, it is very important to ensure that it is used in the correct format and according to the rules prescribed by the trademark owner (New Zealand Trade and Enterprise). DGC is simply a licensee of the trademark.

The fern symbol below is the only format that may be used by DGC's distributors. The fern should be used in conjunction with the words "New Zealand," should be in black and white, and also must have clear space around it. Usage Guidelines for the NZ fern symbol (Appendix 9) are available for viewing on DGC's website or available on request from the Artwork Co-ordinator. They are available in English or Mandarin.



The fern symbol is available on request from the General Manager of Marketing and Brands (Matt Carlson – Matt.Carlson@dgc.co.nz) or the Artwork Co-ordinator.

Any different proposed use of the fern logo in promotional material must first be approved by the Artwork Co-ordinator.

5.3 Scoops and reclosures

DGC will specify the scoop size required to deliver the correct quantity of powder. This will be based upon the EPLI that was provided and agreed upon at the beginning of the artwork process.

DGC will work with the partner to find the correct colour of the scoop and reclosures to match both requirements, and design of the can.

5.4 Inkjet codes for can and carton

Codes are laser printed on the base of the can at the time of filling, and inkjet printed on the carton at the time of packing. Date formats must comply with country regulations. If these codes are to change for any reason, DGC will notify the partners of the changes.

List of Appendices

- Appendix 1** Colorite can label keyline including bead profile: 99 x 126mm (400g can)
- Appendix 2** NZ CAN beaded can spec: 99 x 126mm (400g can)
- Appendix 3** Colorite can label keyline including beading profile: 127 x 163mm (900g can)
- Appendix 4** NZ CAN beaded can spec: 127 x 163mm (900g can)
- Appendix 5** Visy carton artwork template: 12 x 400g
- Appendix 6** Visy carton artwork template: 12 x 900g (without holes in bottom)
- Appendix 7** Visy carton artwork template: 12 x 900g (with holes in bottom)
- Appendix 8** Visy carton artwork template: 6 x 900g
- Appendix 9** The New Zealand FernMark License Program Marketing Guidelines
(EPS and JPEG fern symbol files available on request from the Artwork Co-ordinator)

Note:

All appendices are available on DGC's website in PDF format.

Appendices 5-8 are also on the website in AI format.