COLOUR & INK INFORMATION

Process Colours

Process Black

Waitrose Brand & Pantone Colours

Pantone 2414c | Pantone 7725c | Line Black

Whites & Varnishes

Printed White 1 | Printed White 2

Non-Printing

Cutter/Die | Substrate (non printing)

For required Gloss Unit Levels please refer to the Varnish Specification section

PRINT SPECIFICATION & MEASURING INFORMATION

Brand Colours:
Waitrose expects all printers to match spectrally to below **Delta E 2.00**
CxF data of all Waitrose Brand Colours are available by request.
The above standard is expected to be achieved, irrespective of substrate

Pantone Colours:
Waitrose expects all Pantone Colours to be matched to Digital Pantone to below **Delta E 2.00**
The above standard is expected to be achieved, irrespective of substrate

Lighting:
All print should be viewed under D50 (5000k) lighting conditions

Recommended Measuring Device:
Waitrose recommends the use of X-Rite's eXact device for all spectral measurments. M Standard should be set at "0"
The following set up should be used for all spectrophotometry:

Colour Space:	CIELAB	**Physical Filter**	None
White Base:	Absolute	**Illuminant:**	D50
Observer Angle:	2	**Density:**	Status T
CMC:	1:1:1	**Delta Formula:**	DE 2000
Pass / Fail:	Delta E <2.00	**CXF:**	Version 3
Averaging:	Off	**XRGA:**	Certified

VARNISH SPECIFICATION

Waitrose expectations are to achieve the following Gloss Unit Levels for all items of packaging where a varnish is required.
All required varnishes will be marked up according to their varnish type, within the Colour & Ink Information section of this artwork legend.

Spot UV Varnish > 90 GU's
High Gloss Varnish > 70 GU's
if the measurment exceeds 70 change the meter set up to 20°
Gloss Varnish = 45 (+/- 10 units)
Satin Varnish = 19 (+/- 5 units)
Matt Varnish = 11 (+/- 3 units)
all measurments to be taken at 60°
if the measurement is less than 10 GU's change the meter set up to 85°

Waitrose
in working partnership with ...

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TECHNIK

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Artwork Version: v4 | **Barcode Number:** 5000169283585

Waitrose Line Number:	839952
Range/Technik Job No.:	T73620 W43946
Project Number:	SG20.024.15c
Product Title (inc size):	WR Ess 6 non-scratch sponge scourer 6s
Process Manager:	Shree Desai
Designer:	Equator Design
Supplier:	MINKY HOMECARE
Printer:	Brayford Plastics (Flexo)
Job Type:	New Halftone
Cutter Reference:	839952
Printing Process:	Flexo
Printing Profile:	BRF01-Brayford - HD Lux Averaged 03-12_edit3hl1
Printing Substrate:	Clear film

BARCODE INFORMATION

EAN Magnification:	100%
EAN BWR:	-70µm
2D Barcode 1:	
2D Barcode 2:	
2D Symbol Size:	
2D BWR:	

NOTE: Waitrose expectations are to achieve an ANSI ISO / IEC 15416 industry standard pass of either **A**, **B**, or, **C** grade barcodes.
Barcode grades of D and above may be subject to packaging rejection.

SIGN OFF

Barcode Sign Off — Date: / /

Graphic Design Epson Approval — Date: / /

Artworker Sign Off — **Chloe Edmonds** — Date: **08.01.2020**

Quality Control Sign Off — Date: / /

Product Developer Sign Off — Date: / /

Process Manager Sign Off — DATA OUT: **CE** — Date: **13.01.2020**

COLOUR MATCH HIERARCHY

1. All Brand Colours to match spectrally to CxF Data <**DE 2.00**
2. All Pantone Colours to match spectrally <**DE 2.00** to Digital Pantone
3. All images must match the signed contract proof
4. All varnish applications must fall within the defined GU levels as pre-scripted in the Varnish Specification information

Any amendments that are required after final artwork release are not permitted unless authorised by the respective Waitrose Process Manager, with Technik in consultation
This artwork is subject to the ownership of Waitrose and the intellectual property of Technik

320mm

400mm

30mm
30mm
105mm
70mm
30mm
30mm

ESSENTIAL WAITROSE & PARTNERS
6 non-scratch sponge scourers.

DIRECTIONS FOR USE: Rinse thoroughly in warm water before and after each use to keep scourer clean and fresh. Wash and replace scourers regularly. Test on an inconspicuous area before use

WARNING! To avoid danger of suffocation keep this wrapper away from babies and small children

6

ESSENTIAL WAITROSE & PARTNERS
NON-SCRATCH SPONGE SCOURERS
GENTLE & ABSORBENT FOR NON-STICK & DELICATE SURFACES
DUAL ACTION

ESSENTIAL WAITROSE & PARTNERS
NON-SCRATCH SPONGE SCOURERS
GENTLE & ABSORBENT FOR NON-STICK & DELICATE SURFACES
6 DUAL ACTION

ESSENTIAL WAITROSE & PARTNERS
NON-SCRATCH SPONGE SCOURERS
GENTLE & ABSORBENT FOR NON-STICK & DELICATE SURFACES
DUAL ACTION
6

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RECYCLE WITH BAGS AT LARGE SUPERMARKET

Don't recycle at home

We are committed to bringing you the best quality. Should you not be happy with this product, please bring the product back to any Waitrose & Partners shop and we'll replace your item or refund you.

Produced in the UK for Waitrose Limited
Bracknell Berkshire RG12 8YA UK waitrose.com

75mm
170mm
75mm