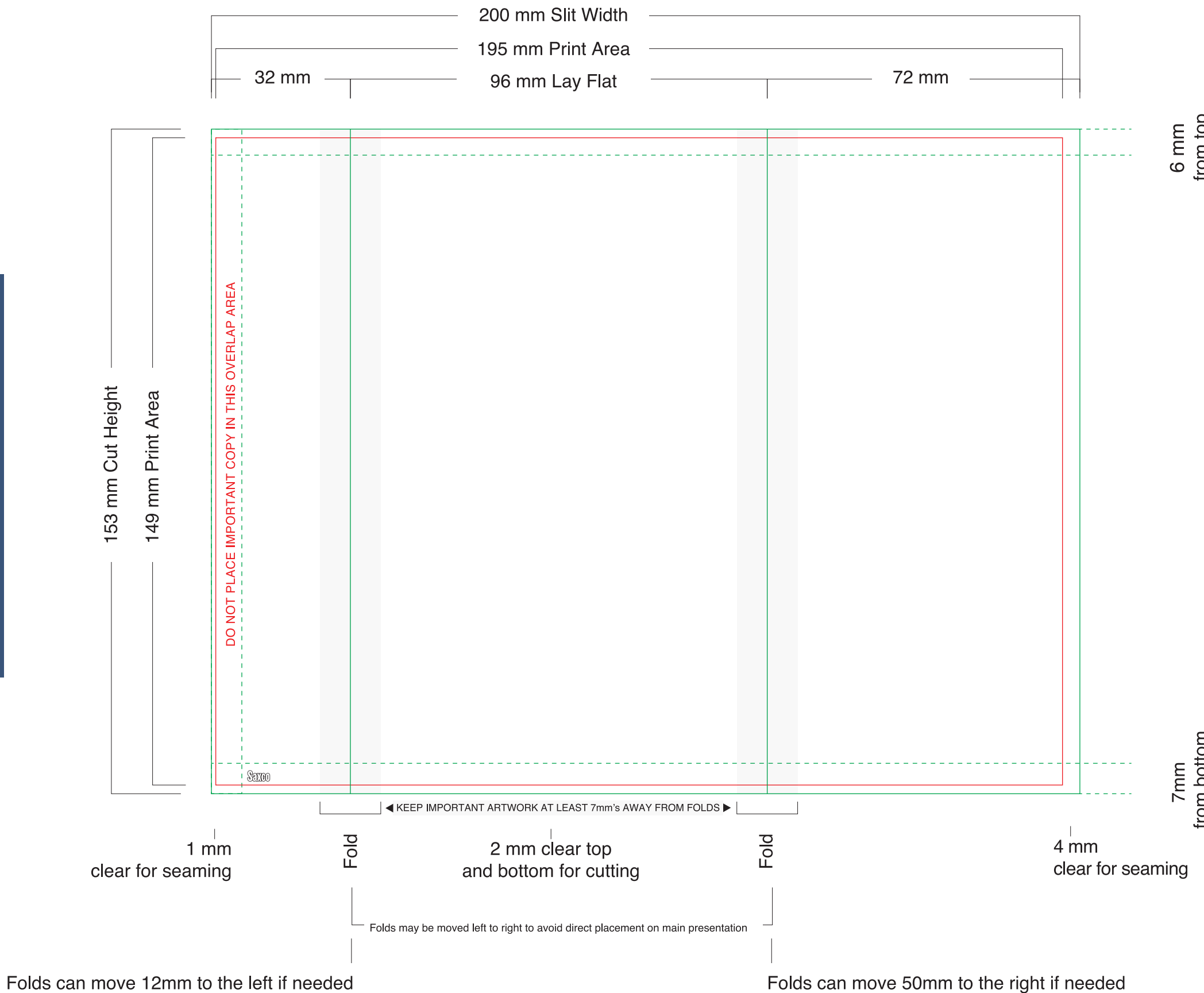


DIE LINE FOR A DIGITAL PRINTED SLEEVE

12oz SLEEK ALUMINUM CAN


96mmLFX153



IT IS RECOMMENDED TO KEEP ALL IMPORTANT
ARTWORK ELEMENTS BELOW THE 6 mm MARK
TO AVOID DISTORTION OF ARTWORK
AVOID PLACEMENT OF FOIL ABOVE THIS MARK

IT IS RECOMMENDED TO KEEP ALL IMPORTANT
ARTWORK ELEMENTS ABOVE THE 7mm MARK
TO AVOID DISTORTION OF ARTWORK
AVOID PLACEMENT OF FOIL BELOW THIS MARK

If you have a preferred location or color for the Saxco tracking mark have your designer place it in the preferred color and location. If it's not placed by the designer, Saxco will place it near the UPC in black or white.

Place the Saxco logo → 

[illegible]

ARTWORK PLACEMENT

Artwork should be dropped in or placed within the called out print area of the dieline and must be placed on the “ARTWORK” layer. Be sure to outline all copy and embed all images.

Avoid placing artwork outside of the print area, this will not print. Top and bottom 2mm clear are used to separate impressions and cutting, the left 1mm and right 4mm are used for seaming.

Folds can be moved slightly to the left of the die line if needed. Main artwork (Logo, Slogan, Product Name) should NOT be placed on a fold line to avoid art distortion.

Main artwork is recommended to be placed centered within the Lay Flat folds and kept away at least 7mm's away from these.

Artwork can be left without a white ink back up for any desired image with transparency to the aluminum can.
Artwork not requiring transparency must have a white back up, the color representing white should be named: HPI-White
 The HPI-White should be placed on it's own layer labeled "WHITE"
 The white layer should be placed above the "ARTWORK" layer and should be set to Overprint

WHITE layer should be placed above the **ARTWORK** layer.

Foil should be represented with a "FOIL" spot color and should be placed on the its own layer labeled "FOIL"

All Matte Varnish (Flood Matte or Spot Matte) should be represented with a "MATTE" spot color and should be placed on its own layer labeled "MATTE/SPOT MATTE"

Keep important copy or artwork at least 3mm's away from the 1mm clear for seaming. Recommended is 7mm's.

It is recommended that all barcodes be placed vertically, never horizontally as the bars may distort with the transverse shrink

All barcode stripes must be darker than the void spaces. Bars should never be white.

IMPORTANT Barcodes must measure at least 1 inch measuring from top bar to the bottom bar of the bar code.

***When designing artwork**, please note that printed shrink film applied to cans will always shrink in the transverse up to 8 to 10%. Straight lines and circles may be affected horizontally.

MANDATORY LABEL INFORMATION

TYPE SIZE AND LEGIBILITY REQUIREMENTS FOR HEALTH WARNING STATEMENT

Container Size:	Minimum Type Size Requirement
Over 237 ml (8 fl. oz.) to 3 liters (101 fl. oz.)	2mm
<ul style="list-style-type: none"> • Be readily legible under ordinary conditions and appear on a contrasting background 	

HEALTH WARNING STATEMENT

The statement below must appear on all alcohol beverages for sale or distribution in the U.S. containing not less than 0.5% alcohol by volume, intended for human consumption and bottled on or after November 18, 1989:

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

NAME AND ADDRESS - (REQUIRED)

The name and address of the producer/bottler or packer must appear on the label optionally preceded by an appropriate explanatory phrase such as "BREWED AND BOTTLED/PACKED BY," "BREWED BY" or "BOTTLED/PACKED BY"

ALCOHOL CONTENT - (FORM OF STATEMENT)

Alcohol content must be shown as:

“ALCOHOL (ALC) __% BY VOLUME (VOL)”
“ALCOHOL (ALC) BY VOLUME (VOL) __%”
“__% ALCOHOL (ALC) BY VOLUME (VOL)”
“__% ALCOHOL (ALC)/VOLUME(VOL)”

FOR ADDED INFORMATION

CHAPTER 1 - MANDATORY LABEL INFORMATION
<https://www.ttb.gov/beer/bam/chapter1.pdf>
(From the Brewers Association -
Labeling Requirement Resources)

ARTIST AND CUSTOMER APPROVAL CHECKLIST

ALL POINTS ON THE FOLLOWING LIST MUST BE READ AND CHECKED OFF

The accuracy of all the information that appears on the sleeve falls under the responsibility of the Customer. Please review each item carefully.

ART DESIGNER AND CUSTOMER REVIEW AND APPROVAL CHECKLIST

- Layout Orientation is correct.
- All copy has been outlined.
- All images have been embedded.
- For art designer: All PMS Colors will be converted to CMYK process.
- All copy is checked for spelling, content, and legal compliance.
- Logos are correct for design and position.
- Fluid ounce Declaration values are correct (ounces/liters).
- Ingredients and or Nutritional Facts (if any) are correct.
- Ingredients Declaration / Nutritional Facts (if any) are correct for spelling, content, and in the order approved by regulatory standards.
- "Distributed By" and "Statement of Origin" are correct for spelling and content.
Government warning information is correct, where applicable
- (e.g. Organic Certifier, Kosher Certifications, Recycling, etc.)
Any additional logos/legal content is accurate when applicable.
- If product is Organic, verify the Organic Certifier disclosure is correct.
- UPC Bar code has been designed and positioned correctly and has been verified as scannable.
- Seamed Lay Flat folds are positioned correctly and are not landing atop of any primary logo or artwork of importance.
- RBDG Logo has been placed

IMPORTANT:

Saxco makes every attempt to quality control all Artwork files. However, the accuracy of the Artwork Content is NOT OUR RESPONSIBILITY. Therefore, each Customer must understand the following terms:

1. **ALL ARTWORK** files **MUST** have the **CUSTOMER** sign off before digital files are processed for order and printing.
2. **Saxco** accepts **NO RESPONSIBILITIES** for any errors and/or omissions (including typos) contained in the Artwork file after **FINAL ARTWORK** has been signed off as approved.
3. **ALL CONTENT** must be checked for factual and legal assurances, and will be the responsibility of the Customer to approve, including any text created or added by **Saxco** on behalf of the customer.
4. Physical or Electronic Approval of this Artwork **CONFIRMS ACCEPTANCE OF THE TERMS** described.
5. Any costs to update Artwork or Re-Print after Customer Approval, will be responsibility of the customer.

NOTE: Once artwork has been submitted to the CSR, there is a 24 -48 hour turn around time for soft proof delivery.

X _____ DATE: _____
Please print name, sign and date acknowledging that all has be reviewed, is correct and is approved.