

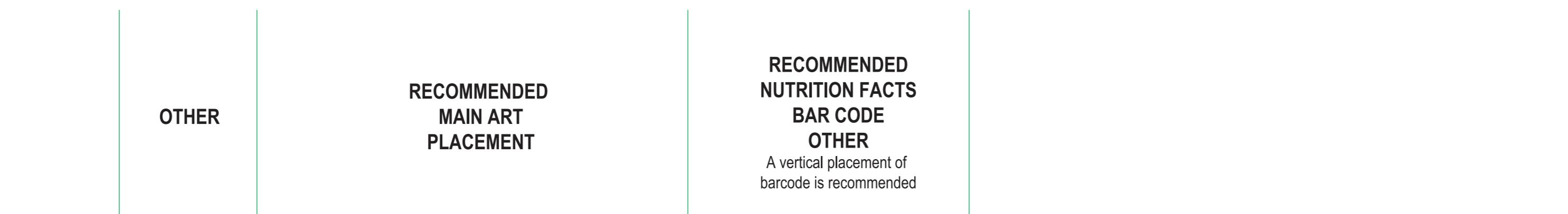
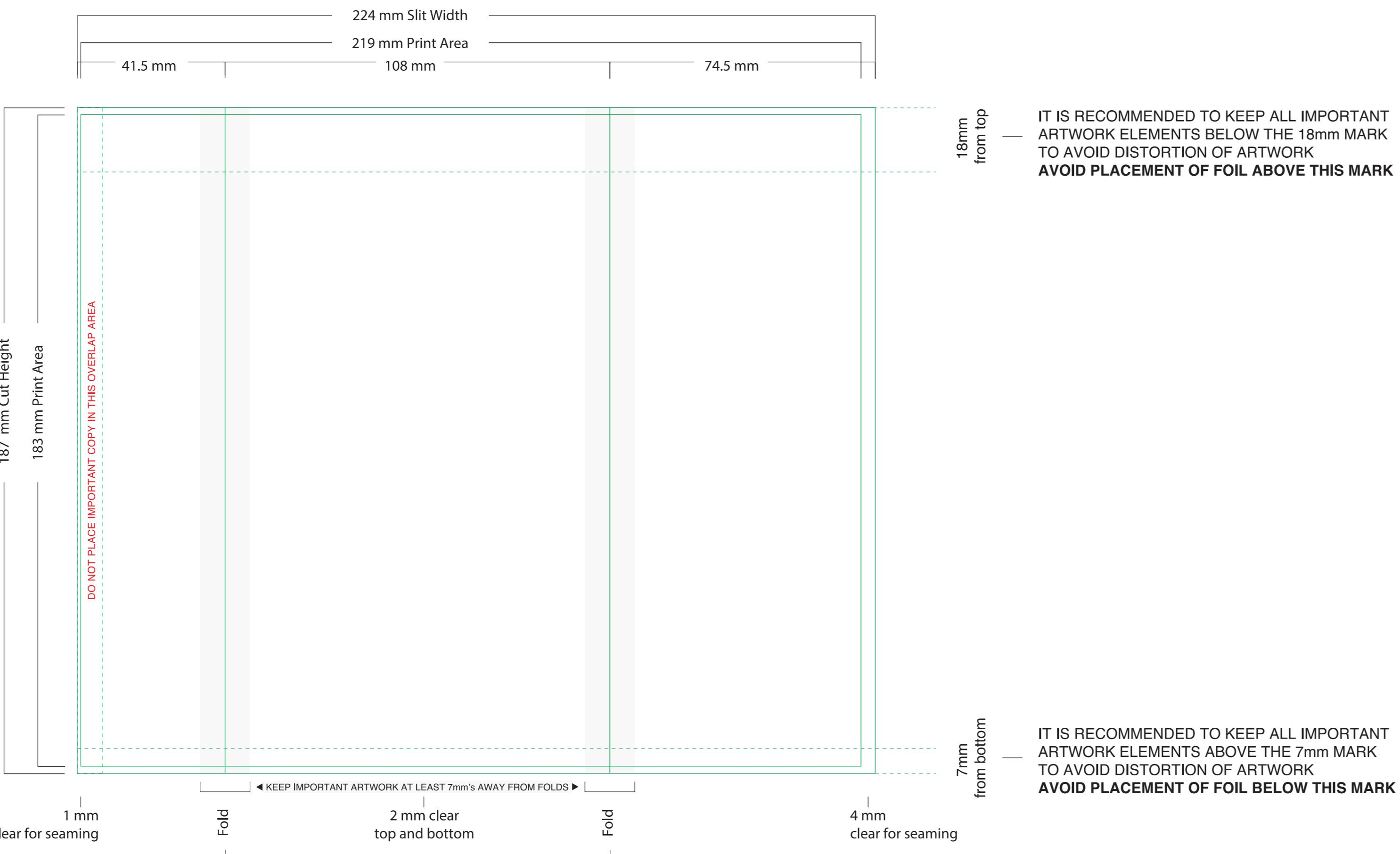
# DIE LINE FOR A DIGITAL PRINTED SLEEVE

## 19.2oz ALUMINUM CAN

108mmLFX187

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 → **Saxco**



DIE #		DATE	DESCRIPTION
19.2oz Digital Sleeve	00/00/000		Digital Sleeve for 19.2oz Aluminum Can
<b>Cylinder Specifications</b>			
OVERALL FLAT DIMENSION			
224 mm X 187 mm			
POINT SIZE		TOOTH SIZE	SEAM LOCATION
219 mm X 183 mm		977.9	ROLL LENGTH
LAY FLAT CUT LENGTH		IMAGE	PERF TYPE
108 mm X 187 mm		Mirror	
SUBSTRATE	SUBSTRATE THICKNESSES	# ACROSS	# AROUND
PETG	.04 / .05	1	
CUSTOMER	PROOF #	REGISTERED TOLERANCE	ASSIGNED CSR
CRAFT BREWER	0	+1/-0	N/A

• This proof is for your inspection. This proof does not show quality of paper or exact colors to be printed. This proof shows the type style, type arrangement and related work as it will appear in your final proof and printed job. We assume no responsibility for errors not corrected on the proof. Please read carefully and check entire proof for spelling, position, UPC code, context, color, separation, and / or related matter. Please mark changes clearly and accurately.  
 • Please return this proof promptly so we may schedule production and meet your delivery date.  
 • Please consult PANTONE book for PMS colors.

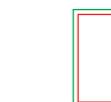
QUESTIONS / COMMENTS - CALL US TODAY 1-714-630-4391  
 For immediate assistance  
 please contact your assigned Customer Service Representative.

## ARTWORK PLACEMENT

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

ARTWORK

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 its own layer labeled "WHITE". The white layer should be placed above the "ARTWORK" layer and should be set to Overprint

WHITE

ARTWORK

White layer should be placed above the ARTWORK layer.

FOIL

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

FOIL

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

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 barcode.

\*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

### GRAPHIC DESIGNER IMPORTANT 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

• 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 on top 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 been reviewed, is correct and is approved.