

Pack material code to be printed with 8mm font to fill box. Contrasting to placement area.

PMC

- BBE area must be a solid block of colour, not being part of design.
- BBE shows orientation of text that will be applied during production
- Varnish to be applied as per the rest of the pack

BBE Box - 35 x 15mm

- BBE area to be contrasting to white. Must be more equally or more contrasting than 7498C @85% or C @55% M@15% Y @100% K @0%

55x100mm

EAN & 2D barcode MUST be within the red box - moveable within BBE MUST be within the red box - NOT moveable  
EAN size should be adhering to GS1 standard. Not the whole box needs to be used, it just specifies the area and must be within the 70x70mm red box.

2D 14x14mm box must be within the 70x70mm red box.

Marketing 2D code to be on separate panel to material 2D.

In the EU there is a minimum font size for text that is conveying legal information -

- 1.2mm height for packs with any face that has a greater surface area than 80cm<sup>2</sup>
- 0.9mm for packs smaller than that

MEDIUM  
IBRA RISK

IBRA: see VGP spec. 009  
waste (in blank)

print free area  
varnish free area

print&varnish free area

copy area  
outside coating

bleed outline (printing area)

reverse partial cut

reverse crease

crease

cut

LEGEND:

perforation

partial cut

partial cut

reverse crease

crease

cut

perforation

partial cut

reverse crease

crease

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