OPEN HERE

Heineken

24 PACK

24 PACK 33 CL

Heineken®

ENCODING AREA

PURE MALT LAGER

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BREWED UNDER SUPERVISION OF HEINEKEN BROUWERIJEN B.V., AMSTERDAM, HOLLAND
DISTRIBUTED BY EDL, EDDIS, EDDS • CONSUMER SERVICES EDL, EDDA, EDDS

BEER

100% NATURAL INGREDIENTS: WATER, MALTED BARLEY, HOP EXTRACT
NUTRITIONAL VALUES PER 100ml
ENERGY ..... 176kJ / 42 kcal

FOR MORE INFORMATION VISIT: HEINEKEN.COM

CONT. 24 x 0,33L / 330ml. ℮ • ALC. 5% VOL.

18+ PAPER

BIO FLEXO POST-PRINT

Barcode EAN 8 / EAN 13 / UPC A / UPC E: *place the required barcode at 190%. No truncation.*

Born in Amsterdam, enjoyed by the world

Premium refreshing taste

World famous Heineken® quality

All natural pure malt lager beer

The Original World Icon

Heineken®

Heineken International
Brands Design Department

Brand: Heineken
Design: 305 - Original
Pack: Bottle 33cl
Item: Generation Beam Kraft NRB
Contents: 24 x 330ml
Filename: 305_Gen_Beam_NRB02_HNK_Orig_Exf_
305_Gen_Beam_NRB02_Fin_330ml_Bot
Cartongcode: 8695019102
Last modification date: 27.03.2020
Scale: Print: 100% File: 100%
Important information:
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CMYK

Pantone / Whites / Varnishes / Specials
PMS 3308 PMS 7546 PMS 871

Barcode size: n/a
Status: Approved
Printing process: Flexo
Epson sub
Workflow:
Substrate: xxxxxxxxx
DTP Software: ADOBE CC 2020

IMPORTANT:
UNLESS THIS IS AN OPEN OR PROCS PRINT, THE COLOURS ARE NOT MATCHED TO THE PANTONE BOOK AND MAY VARY FROM THE ORIGINAL. THE COLOURS MUST BE MATCHED WITH THE OFFICIAL PANTONE GUIDE.

IMPORTANT:
THIS IS FINAL ARTWORK. WE ADVISE THAT THIS ARTWORK IS CHECKED BY YOUR LOCAL LEGAL DEPARTMENT. WE ALSO ADVISE CHECK THOROUGHLY IF IS THE RESPONSIBILITY OF THE CLIENT TO CHECK THESE POINTS AND ACCEPT FULL LIABILITY. DO NOT SCALE THIS ARTWORK. WARNING! IN THE TRADE, UNFORMATTED PRESS KILL ON SUPPORT.

Used Basic Artwork Files:
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Alcohol warning symbols: Company Rule:
Alcohol warning symbols must be mandatory on alcohol products:
Enjoy Responsibly, Don't drink & drive, Don't drink when pregnant;
and the CDA symbol (16 + , 18 + or 21 + - age specific per market).
If non CDA goes in different markets with different CDA, and
A) local legislation allows to place BOX FOR ABOVE instead of the one-age,
then place the CDA symbol in the box.
B) local legislation accepts the 16 + , 18 + or 21 + symbol,
place these symbols for each related market
-
CDA symbols:
16+ 18+ 21+ ENJOY RESPONSIBLY