



Heineken

International

Brands Design Department

Brand:Heineken

Design:BAF - Original

Market:General Export

Item:Pack

Contents:12 x 500ml

Filename:52710512\_FPM0571\_Hein\_Org\_Est\_500\_Pack\_12x\_500ml\_Con

Cuttaguide:85501739

Last modification date:30.03.2020

Scale:Print: 100%File: 100%

Important information:

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CMYK

CYAN

MAGENTA

YELLOW

BLACK

FOUR COLOUR

Pattern / Whites / Varnishes / Specials

HEINEKEN

Barcode size:100%

Status:ARTWORK

Printing process:Screen sub:None

Workflow:

Printing material:XXXXXXXXXX

DTP Software:ADOBE CC 2020

IMPORTANT:  
UNLESS THIS IS AN EPSON OR PRESS PROOF, THE COLOURS ON THIS PRINT ARE NOT ACCURATE. WHEN PRINTING COLOURS ARE USED, THE COLOURS MUST BE MATCHED WITH THE OFFICIAL PANTONE GUIDE.

IMPORTANT:  
THIS IS FINAL ARTWORK. WE ADVISE THAT THIS ARTWORK IS CHECKED CAREFULLY FOR LAYOUT, SPELLING AND TEXT. PLEASE CHECK THOROUGHLY. IT IS THE RESPONSIBILITY OF THE CLIENT TO CHECK UNDER PRINTING AND ACCEPT FULL LIABILITY. DO NOT SIGN APPROVAL IF THERE ARE AMENDS TO BE MADE. ANOTHER PROOF WILL BE SUPPLIED.

Use Basic Artwork Files:

Heineken\_Original\_Packs\_BAF\_V3

FPM

email: fpm@fpm.nu  
tel: +31 (0)20 247 60 60

Alcohol warning symbols. Company Rule

Readers to place & display warning symbols on alcohol products:

Enjoy Responsibly, Don't drink & drive, Don't drink when pregnant, and the L&A symbol (16+ or 21+ or 25+ age specific per market).

If one SKU goes to different markets with different L&As, and

A) local legislation allow to place NOT FOR MINORS instead of the exact age, place the NOT FOR MINORS symbol.

B) local legislation prescribes the 16+ or 18+ or 21+ symbol, place these symbols for each related market.

12th symbols:

16+

18+

21+

NOT FOR MINORS