



Heineken

International

Brands Design Department

Brand : Heineken

Design : 360 - Original

Market : Export General

Item : Cluster

Contents : 4 x 500ml

Filename : 53710512_FPM6565_HNK_Orig_ExG_360_Cluster_4x_500ml_Can

Cutterguide : 65501918

Last modification date : 30-03-2020

Scale : Print 100% File 100%

Important information:

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CMYK

CYAN

MAGENTA

YELLOW

BLACK

Pantone / Whites / Varnishes / Specials

HEINEKEN GREEN

CUTTER GUIDE

Barcode size : -%

Status : ARTWORK

Printing process : Epsn sub. : PAPER

Workflow :

Substrate : xxxxxxxxxx

DTP-Software : ADOBE CC 2020

IMPORTANT:

UNLESS THIS IS AN EPSON OR PRESS PROOF, THE COLOURS ON THIS PRINT ARE NOT ACCURATE. WHEN PANTONE 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 THESE POINTS AND ACCEPT FULL LIABILITY. DO NOT SIGN APPROVAL IF THERE ARE AMENDS TO BE MADE, ANOTHER PROOF WILL BE SUPPLIED.

Used Basic Artwork Files:

• Heineken_Original_Packs_BAF_V3

FPM

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Alcohol warning symbols: **Company Rule**

Mandatory to place 4 alcohol warning symbols on alcohol products: Enjoy Responsibly, Don't drink & drive, Don't drink when pregnant, and the LDA symbol (16+, 18+ or 21+; age specific per market).

If one SKU goes to different markets with different LDAs, and

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

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

LDA symbols:

16+

18+

21+

NOT FOR MINORS