This document contains the technical Health Warning (HW) Template details of the specified component. It must be used with the Technical Artwork to create the final Good To Print (GTP). If details have to be mended, a new document version has to be created.

HW TEMPLATE

PRODUCT / PRINT DEVELOPMENT REEMTSMA

CIGARETTENFABRIKEN GmbH An Imperial Tobacco Group Company

GRIDNET		
Gridnet	A03-0099-H	
Scale	1:1	

TEMPLATE REFERENCE HWT03-002064-A

HW POSITION INFORMATION		
	Front	65%
	CHW x 14	incl 1mm border
	Back	65%
	CHW x 14	incl 1mm border
	Side	50%
	TEXT x 2	incl 1mm border

TYPOGRAPHY		
TEXT	MAXIMUM - 19.5pt	
PANEL(S)	MINIMUM - 11.7pt	
FrutigerNeueLTW1G	G-CnBold (open type format)	
CESSATION	MAXIMUM -7.75pt	
PANEL(S)	MINIMUM - 6pt	
FrutigerNeueLTW1G	G-CnBold (open type format)	
Side	MAXIMUM - 14.5pt	
PANEL(S)	MINIMUM - 10pt	
Helvetica Bold		
Explanation	MAXIMUM - 8.25pt	
TEXT(S)	MAX KEYLINE - 0.65pt	
FrutigerNeueLTW1G	G-CnBold (open type format)	

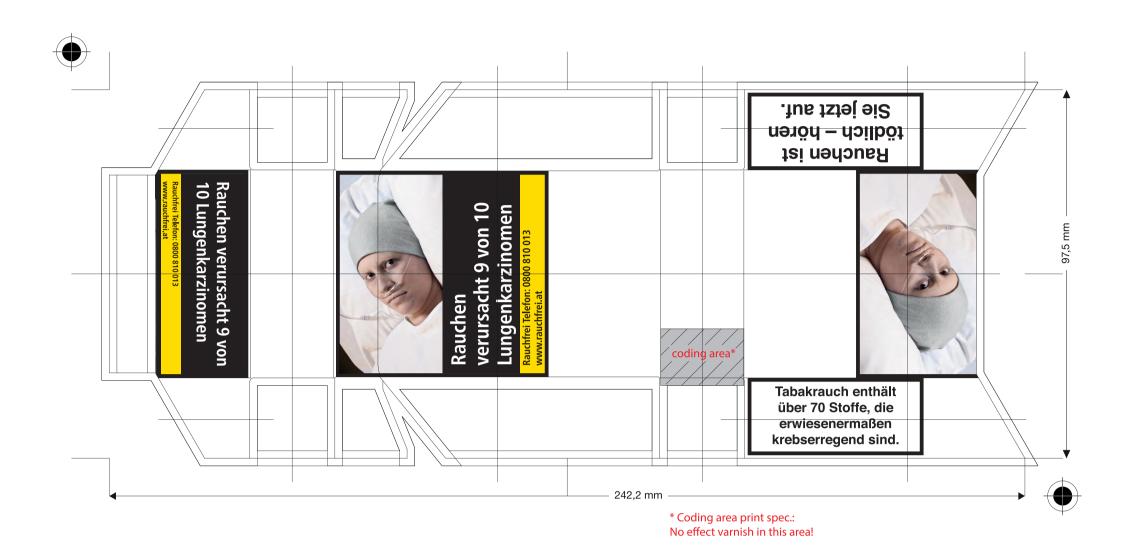
Indicates a print relationship. **STUDIO**

EXTRA INFORMATION



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CTv1_01_06_lung_cancer-female_portrait_set2_adj.tif

FRONT: 4

FRONT: 7



BACK: 1

BACK: 4

BACK: 7

BACK: 10

CTv1_01_06_lung_cancer-female_portrait_set2_adj.tif



CTv1_02_07_mouth_and_throat_cancer-tongue _set2_adj.tif

FRONT: 5

FRONT: 8

FRONT: 11



CTv1_02_07_mouth_and_throat_cancer-tongue



CTv1_03_05_damages_lungs-removed_lung _set2_adj.tif



BACK: 3

20.45 mm

20.45 mm

CTv1_03_05_damages_lungs-removed_lung





CTv1_04_02_heart_attacks-man_with_woman _set2_adj_C2.tif



BACK: 8

BACK: 5

BACK: 2

_set2_adj.tif





CTv1_06_09_clogs_your_arteries-leg_set2_adj.tif

CTv1_06_09_clogs_your_arteries-leg_set2_adj.tif BACK: 9



CTv1_07_05_blindness-smoke_over_eye_set2_adj.tif



CTv1_07_05_blindness-smoke_over_eye_set2_adj.tif



CTv1_08_11_damages_teeth_and_gums-teeth





CTv1_10_01_harms_family-child_asthma set2 adi C.tit



CTv1_10_01_harms_family-child_asthma _set2_adj_C.tif



BACK: 11

CTv1_11_04_children_start_smoking-child_smoker set2 adi.tif





Rauchen ist

tödlich - hören

Sie jetzt auf.











Tabakrauch enthält

über 70 Stoffe, die erwiesenermaßen krebserregend sind.

SIDE: 2



CHW CALCULATION

This document contains the technical Combined Health Warning (CHW) Calculation details of the specified component. It must be used to create the HW Template.

If details have to be amended, a new document version has to be created.

PRODUCT / PRINT DEVELOPMENT

REEMTSMA

CIGARETTENFABRIKEN GmbH An Imperial Tobacco Group Company

GRIDNET		
Gridnet A03-0099-H		
Scale	1:1	

COMBINED HW REFERENCE

CHW03-0099-H

CHW POSITION INFORMATION		
	Front	Layout D:
	UPPER	Stacked (reversed 1)
	Back	Layout A:
	UPPER	Stacked

EXTRA INFORMATION

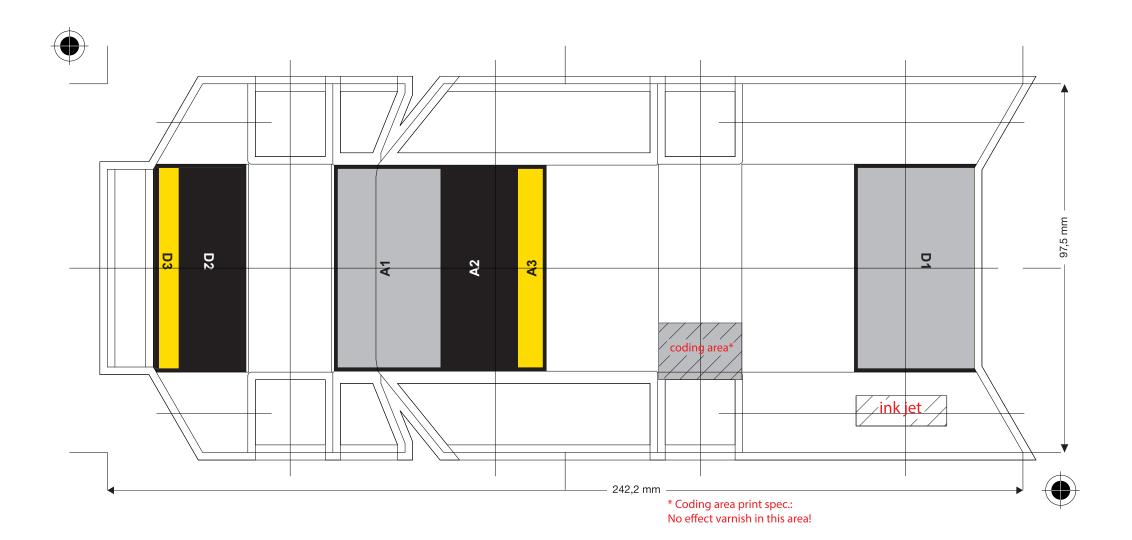
STUDIO		
STUDIO 404		
Date	11.08.2017	
Software	Aobe Illustrator CC (14)	

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HL - SQ 03-0099 EUTPD II-I

FRONT: COMBINED HEALTH WARNING CALCULATION excl. 1mm BORDER incl. 1.3mm CESSATION BORDER				
	wp = wt = wc	CHW WIDTH:	53	mm
	wp = wt = wc =	W - 2mm		
D	hl	CHW HEIGHT:	54.23	mm
, D	hl = H - 2mm			
	Al	CHW TOTAL AREA (100%):	2874.19	mm²
	AI = (W - 2mm)	× (H - 2mm)		
	wp	PICTURE WIDTH	53	mm
	wp = wt = wc = W - 2mm			
1	hp	PICTURE HEIGHT:	30.83	mm
	hp = hl - ht - hc			
	Ар	Ap = wp × hp	1633.99	mm²
CONTROL	hp ÷ hl	CHW vs PIC >50% <60%	56.85%	ОК
	wt	TEXT PANEL WIDTH:	53	mm
	wt = wc = wp = W - 2mm			
2	ht	TEXT PANEL HEIGHT:	16.89	mm
	ht = X - hc			
	At	At = wt × ht	895.17	mm²
CONTROL	ht ÷ hl	CHW vs TEXT >30% <40%	31.15%	ОК
	wc	CESSATION WIDTH:	53	mm
	wc = wp = wt = W - 2mm			
3	hc	CESSATION HEIGHT:	6.51	mm
	hc = X - ht			
	Ac	Ac = wc × hc	345.03	mm²
CONTROL	hc ÷ hl	CHW vs CESS >10% <12%	12.00%	ОК

BACK: COMBINED HEALTH WARNING CALCULATION excl. 1mm BORDER.				
	wp = wt = wc	CHW WIDTH:	52.5	mm
	wp = wt = wc =	W - 2mm		
	hl	CHW HEIGHT:	54.23	mm
Α	hl = H - 2mm			
	Al	CHW TOTAL AREA (100%):	2847.075	mm ²
	AI = (W - 2mm)	× (H - 2mm)		
	wp	PICTURE WIDTH	52.5	mm
	wp = wt = wc = W - 2mm			
1	hp	PICTURE HEIGHT:	27.12	mm
	hp = (H - 2mm) × 0.5			
	Ар	Ap = wp × hp	1423.8	mm²
CONTROL	hp ÷ hl	CHW vs PIC = 50%	50.00%	ОК
	wt	TEXT PANEL WIDTH:	52.5	mm
	wt = wc = wp = W - 2mm			
2	ht	TEXT PANEL HEIGHT:	20.61	mm
	ht = (H - 2mm) × 0.38			
	At	At = wt × ht	1082.025	mm ²
CONTROL	ht ÷ hl	CHW vs TEXT = 38%	38.00%	ОК
	wc	CESSATION WIDTH:	52.5	mm
	wc = wp = wt = W - 2mm			
3	hc	CESSATION HEIGHT:	6.5	mm
	hc = H - 2mm - hp - ht			
	Ac	Ac = wc × hc	341.25	mm ²
	AC	70 - WC 110	041.20	mm-





HW CALCULATION

This document contains the technical
Health Warning (HW) Calculation details of the
specified component. It must be used to
create the HW Framework and HW Template.
If details have to be amended,
a new document version has to be created.

PRODUCT / PRINT DEVELOPMENT

REEMTSMA CIGARETTENFABRIKEN GmbH An Imperial Tobacco Group Company

GRIDNET	
Gridnet	A03-0099-H
Scale	1:1

CALCULATION REFERENCE

HWC03-001810-A

HW POSITION INFORMATION		
	Front 65%	
	UPPER	incl 1mm border
	Back	65%
	UPPER	incl 1mm border
	Side	50%
		incl 1mm border

EXTRA INFORMATION

STUDIO		
STUDIO 404		
Date	25.05.2017	
Software	Adobe Illustrator CC (14)	

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HL - SQ 03-0099 EUTPD II-I

65.0% FRONT - HEALTH WARNING CALCULATION incl. 1mm BORDER			ION	
	a1	PANEL WIDTH:	55	mm
	f	PANEL HEIGHT:	86.5	mm
	Af	PANEL TOTAL (100%):	4757.5	mm ²
	Af = a1 × f			
	65.0%	HW TARGET = Af × 0.65	3092.375	mm ²
	Wf	HW WIDTH:	55	mm
	Wf = a1			•
	Hf	HW HEIGHT:	56.23	mm
	$Hf = (Af \times 0.65) \div Wf$			
	HWf	HW TOTAL (Actual):	3092.65	mm ²
	HWf = Wf × Hf			
	Lf	BRANDED FRONT HEIGHT:	29.67	mm
	Lf = f - Hf - 0.6mm			
	CALCULATION PREPARED USING EUTPD II-I GUIDELINES			

50.0%		SIDE - HEALTH WARNING CALCULATION incl. 1mm BORDER				
	h	PANEL WIDTH:	22	mm		
	f	PANEL HEIGHT:	86.5	mm		
	As	PANEL TOTAL (100%):	1903	mm ²		
	$As = h \times f$					
	50.0%	HW TARGET = Af × 0.5	951.5	mm ²		
	Ds	HW HEIGHT (landscape):	20.45	mm		
	Ds = j - 0.8mm					
	Hs	HW WIDTH (landscape):	46.53	mm		
	Hs = (As × 0.5) ÷ Ds					
	HWs	HW TOTAL (Actual):	951.5385	mm ²		
	HWs = Ds × Hs					
·	CALCULATION	I PREPARED USING EUTPD II-I G	GUIDELINES			

65.0%		BACK - HEALTH WARNING CALCULATION incl. 1mm BORDER			
	С	PANEL WIDTH:	54.5	mm	
	f	PANEL HEIGHT:	86.5	mm	
	Ab	PANEL TOTAL (100%):	4714.25	mm ²	
	$Ab = c \times f$				
	65.0%	HW TARGET = Af × 0.65	3064.2625	mm ²	
	Wb	HW WIDTH:	54.5	mm	
•	Wb = c	•	•		
	Hb	HW HEIGHT:	56.23	mm	
	Hb = (Ab × 0.65) ÷ Wb				
	HWb	HW TOTAL (Actual):	3064.535	mm ²	
	HWb = Wb ×	Hb			
	Lb	BRANDED BACK HEIGHT:	29.67	mm	
•	Lb = f - Hb - 0).6mm	•		
	CALCULATION	ON PREPARED USING EUTPD II-I (GUIDELINES		

