HL - SOC 03-0333

EUTPD II-I PL - SET 2

HW TEMPLATE

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 amended, a new document version has to be created.

PRODUCT / PRINT DEVELOPMENT

REEMTSMA
CIGARETTENFABRIKEN GmbH
An Imperial Tobacco Group Company

GRIDNET

Gridnet	**A03-0333-H**
Scale	1:1

TEMPLATE REFERENCE

HWT03-005231-A

HW POSITION INFORMATION

	Front **CHW x 14**	65% incl. - 1mm border
	Back **CHW x 14**	65% incl. - 1mm border
	Side **TEXT x 2**	50% incl. - 1mm border

TYPOGRAPHY

	TEXT PANEL(S)	MAXIMUM - 26pt MINIMUM - 15.25pt
FrutigerNeueLTW1G-CnBold (open type format)		
	CESSATION PANEL(S)	MAXIMUM - 9pt MINIMUM - 6.85pt
FrutigerNeueLTW1G-CnBold (open type format)		
	Side PANEL(S)	MAXIMUM - 12pt MINIMUM - 8pt
Helvetica Bold		
	Explanation TEXT(S)	MAXIMUM - 7.25pt MAX KEYLINE - 0.6pt
FrutigerNeueLTW1G-CnBold (open type format)		

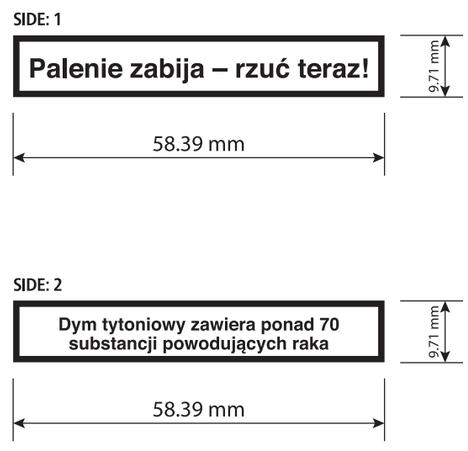
EXTRA INFORMATION

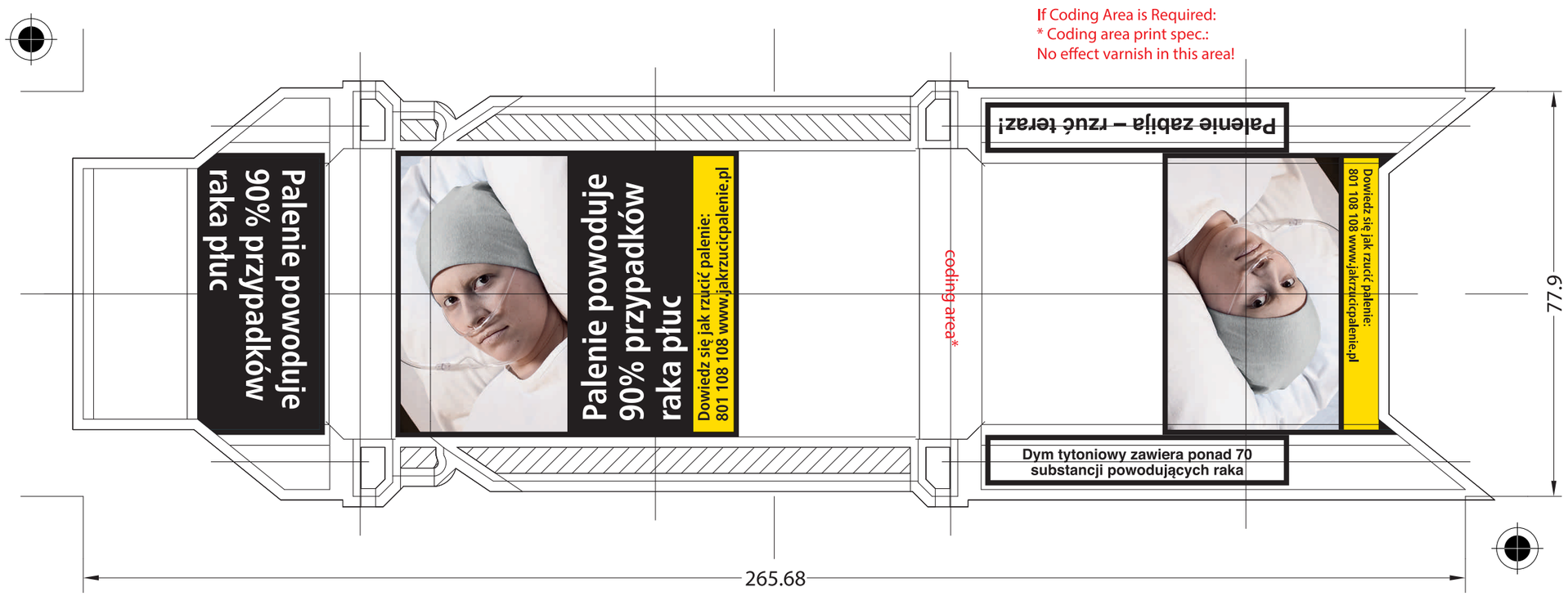
✚ Indicates a print relationship.
EUTPD II-I V02

STUDIO

apexelements

Date	09.11.2020
Software	Adobe Illustrator CC (14)





FRONT: 1

CTv1_01_06_lung_cancer-female_portrait_set2_adj.tif

BACK: 1

CTv1_01_06_lung_cancer-female_portrait_set2_adj.tif

FRONT: 2

CTv1_02_07_mouth_and_throat_cancer-tongue_set2_adj.tif

BACK: 2

CTv1_02_07_mouth_and_throat_cancer-tongue_set2_adj.tif

FRONT: 3

CTv1_03_05_damages_lungs-removed_lung_set2_adj.tif

BACK: 3

CTv1_03_05_damages_lungs-removed_lung_set2_adj.tif

FRONT: 4

CTv1_04_02_heart_attacks-man_with_woman_set2_adj_C2.tif

BACK: 4

CTv1_04_02_heart_attacks-man_with_woman_set2_adj_C2.tif

FRONT: 5

CTv1_05_02_strokes_disability-man_with_woman_set2_adj.tif

BACK: 5

CTv1_05_02_strokes_disability-man_with_woman_set2_adj.tif

FRONT: 6

CTv1_06_09_clogs_your_arteries-leg_set2_adj.tif

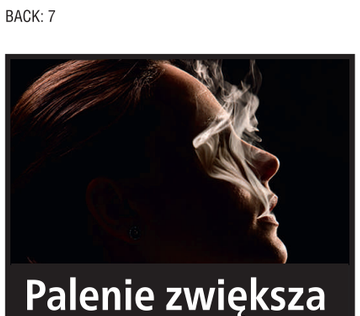
BACK: 6

CTv1_06_09_clogs_your_arteries-leg_set2_adj.tif

FRONT: 7

CTv1_07_05_blindness-smoke_over_eye_set2_adj.tif

BACK: 7

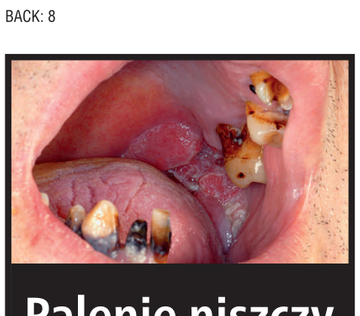


CTv1_07_05_blindness-smoke_over_eye_set2_adj.tif

FRONT: 8

CTv1_08_11_damages_teeth_and_gums-teeth_set2_adj.tif

BACK: 8

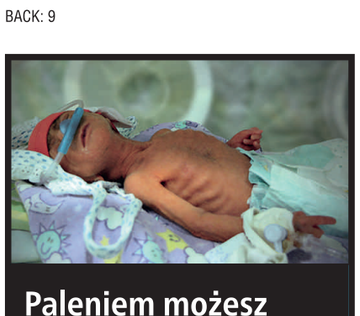


CTv1_08_11_damages_teeth_and_gums-teeth_set2_adj.tif

FRONT: 9

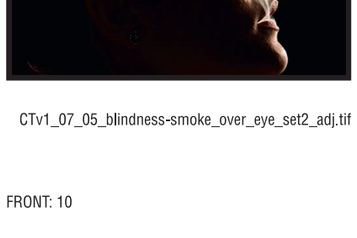
CTv1_09_10_unborn_child-premature_baby_set2_adj.tif

BACK: 9



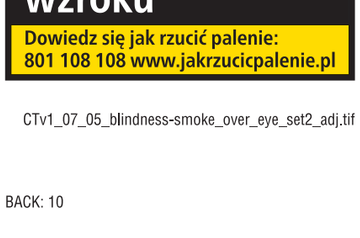
CTv1_09_10_unborn_child-premature_baby_set2_adj.tif

FRONT: 10



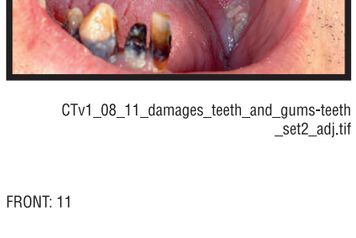
CTv1_10_01_harms_family-child_asthma_set2_adj_C.tif

BACK: 10



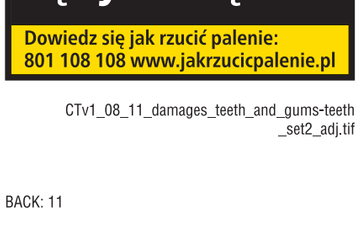
CTv1_10_01_harms_family-child_asthma_set2_adj_C.tif

FRONT: 11



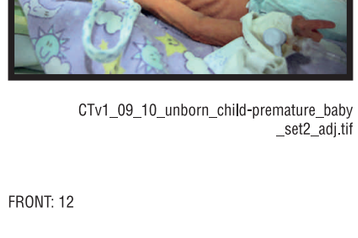
CTv1_11_04_children_start_smoking-child_smoker_set2_adj.tif

BACK: 11



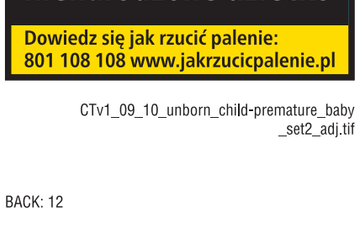
CTv1_11_04_children_start_smoking-child_smoker_set2_adj.tif

FRONT: 12



CTv1_12_01_quit_smoking-funeral_set2_adj.tif

BACK: 12



CTv1_12_01_quit_smoking-funeral_set2_adj.tif

FRONT: 13

CTv1_13_05_fertility-childless_smoker_set2_adj_C.tif

BACK: 13

CTv1_13_05_fertility-childless_smoker_set2_adj_C.tif

FRONT: 14

CTv1_14_05_impotence-man_set2_adj.tif

BACK: 14

CTv1_14_05_impotence-man_set2_adj.tif

SIDE: 1

Palenie zabija – rzuć teraz!

SIDE: 2

Dym tytoniowy zawiera ponad 70 substancji powodujących raka

HL - SOC 03-0333

EUTPD II-I

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	**A03-0333**
Scale	1:1

COMBINED HW REFERENCE

CHW03-0333-EU

CHW POSITION INFORMATION

Front **UPPER**	Layout E: Stacked (reversed 2)
Back **UPPER**	Layout A: Stacked

EXTRA INFORMATION

STUDIO

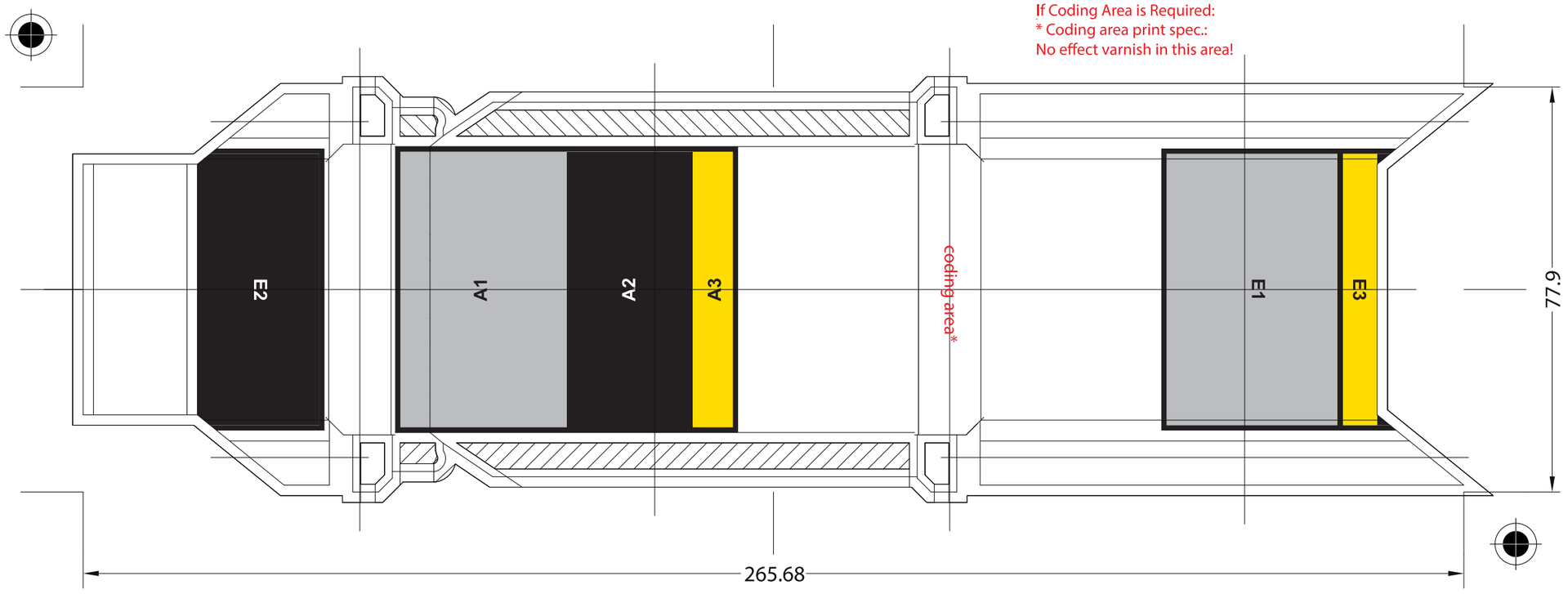
Date	27.07.2018
Software	Adobe Illustrator CC (14)

FRONT: COMBINED HEALTH WARNING CALCULATION excl. 1mm BORDER. - incl. 1mm CESSATION BORDER

E	wp = wt = wc	CHW WIDTH:	52.24	mm
	wp = wt = wc = W - 2mm			
	hl	CHW HEIGHT:	63.98	mm
	hl = H - 2mm			
	Al	CHW TOTAL AREA (100%):	3342.3152	mm^2
	Al = (W - 2mm) × (H - 2mm)			
1	wp	PICTURE WIDTH:	52.24	mm
	wp = wt = wc = W - 2mm			
	hp	PICTURE HEIGHT:	32.85	mm
	hp = Y - hc			
	Ap	Ap = wp × hp	1716.084	mm^2
CONTROL	hp ÷ hl	CHW vs PIC >50% <60%	51.34%	OK
2	wt	TEXT PANEL WIDTH:	52.24	mm
	wt = wc = wp = W - 2mm			
	ht	TEXT PANEL HEIGHT:	23.45	mm
	ht = hl - hc - hp			
	At	At = wt × ht	1225.028	mm^2
CONTROL	ht ÷ hl	CHW vs TEXT >30% <40%	36.65%	OK
3	wc	CESSATION WIDTH:	52.24	mm
	wc = wp = wt = W - 2mm			
	hc	CESSATION HEIGHT:	7.68	mm
	hc = Y - hp			
	Ac	Ac = wc × hc	401.2032	mm^2
CONTROL	hc ÷ hl	CHW vs CESS >10% <12%	12.00%	OK

BACK: COMBINED HEALTH WARNING CALCULATION excl. 1mm BORDER.

A	wp = wt = wc	CHW WIDTH:	53	mm
	wp = wt = wc = W - 2mm			
	hl	CHW HEIGHT:	63.98	mm
	hl = H - 2mm			
	Al	CHW TOTAL AREA (100%):	3390.94	mm^2
	Al = (W - 2mm) × (H - 2mm)			
1	wp	PICTURE WIDTH:	53	mm
	wp = wt = wc = W - 2mm			
	hp	PICTURE HEIGHT:	31.99	mm
	hp = (H - 2mm) × 0.5			
	Ap	Ap = wp × hp	1695.47	mm^2
CONTROL	Ap ÷ Al	CHW vs PIC = 50%	50.00%	OK
2	wt	TEXT PANEL WIDTH:	53	mm
	wt = wc = wp = W - 2mm			
	ht	TEXT PANEL HEIGHT:	24.31	mm
	ht = (H - 2mm) × 0.38			
	At	At = wt × ht	1288.43	mm^2
CONTROL	At ÷ Al	CHW vs TEXT = 38%	38.00%	OK
3	wc	CESSATION WIDTH:	53	mm
	wc = wp = wt = W - 2mm			
	hc	CESSATION HEIGHT:	7.68	mm
	hc = H - 2mm - hp - ht			
	Ac	Ac = wc × hc	407.04	mm^2
CONTROL	Ac ÷ Al	CHW vs CESS = 12%	12.00%	OK



HL - SOC 03-0333

EUTPD II-I

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	**A03-0333-H**
Scale	1:1

CALCULATION REFERENCE

HWC03-002923-A

HW POSITION INFORMATION

	Front **UPPER**	65% incl. 1mm Border
	Back **UPPER**	65% incl. 1mm Border
	Side	50% incl. 1mm Border

EXTRA INFORMATION

HWC & HWF prepared using:
EUTPD II-I (V02) Guidelines

STUDIO

Date	21.06.2018
Software	Adobe Illustrator CC (14)

65.0%		FRONT - HEALTH WARNING CALCULATION incl. 1mm BORDER		
	(a + k)	PANEL WIDTH:	54.24	mm
	f	PANEL HEIGHT:	101.5	mm
	Af	PANEL TOTAL (100%):	5505.36	mm^2
	Af = (a + k) × f			
	65.0%	HW TARGET = Af × 0.65	3578.484	mm^2
	Wf	HW WIDTH:	54.24	mm
	Wf = (a + k)			
	Hf	HW HEIGHT:	65.98	mm
	Hf = (Af × 0.65) ÷ Wf			
	HWf	HW TOTAL (Actual):	3578.7552	mm^2
	HWf = Wf × Hf			
	Lf	BRANDED FRONT HEIGHT:	34.72	mm
	Lf = f - Hf - Pt			
CALCULATION PREPARED USING EUTPD II-I (V02) GUIDELINES				

50.0%		SIDE - HEALTH WARNING CALCULATION incl. 1mm BORDER		
	j + (k ÷ 2) + o	PANEL WIDTH:	11.171	mm
	f	PANEL HEIGHT:	101.5	mm
	As	PANEL TOTAL (100%):	1133.8565	mm^2
	As = (j + (k ÷ 2) + o) × f			
	50.0%	HW TARGET = As × 0.5	566.92825	mm^2
	Ds	HW HEIGHT (landscape):	9.71	mm
	Ds = j + (k ÷ 2) - 0.8mm			
	Hs	HW WIDTH (landscape):	58.39	mm
	Hs = (As × 0.5) ÷ Ds			
	HWs	HW TOTAL (Actual):	566.9669	mm^2
	HWs = Ds × Hs			
CALCULATION PREPARED USING EUTPD II-I (V02) GUIDELINES				

TOP / BOTTOM SURFACE PANEL(S): HEALTH WARNING CALCULATION NOT APPLICABLE.

65.0%		BACK - HEALTH WARNING CALCULATION incl. 1mm BORDER		
	c	PANEL WIDTH:	55	mm
	f	PANEL HEIGHT:	101.5	mm
	Ab	PANEL TOTAL (100%):	5582.5	mm^2
	Ab = c × f			
	65.0%	HW TARGET = Ab × 0.65	3628.625	mm^2
	Wb	HW WIDTH:	55	mm
	Wb = c			
	Hb	HW HEIGHT:	65.98	mm
	Hb = (Ab × 0.65) ÷ Wb			
	HWb	HW TOTAL (Actual):	3628.9	mm^2
	HWb = Wb × Hb			
	Lb	BRANDED BACK HEIGHT:	34.72	mm
	Lb = f - Hb - Pt			
CALCULATION PREPARED USING EUTPD II-I (V02) GUIDELINES