

8th May 2014

Renata Miklos
Bayer Plc
Canesten

Via email

Hi Renata,

RE: Canesten NPD SRP Design v2

Further to our discussion last week I have pleasure in providing our estimate that I have prepared in accordance with your brief.

PROJECT REQUIREMENTS

To create artwork for branded SRP's in 4 colour process only for the following SKUs, based on current dimensions and briefs supplied:

- Canesintima Intimate Moisturiser
- Canesfresh Feminine Wipes
- Canesfresh Feminine Wash Soothing Wash Gel
- Canesfresh Feminine Wash Gentle Refreshing Mousse

TOTAL SKUS: 4

COST BREAKDOWN

Costs and timings will vary dependant on what is required for each individual SRP and a breakdown of costs for each can be found on the following pages, separated into brands. Below is an outline of the elements of each cost:

Profile build cost – To create one design concept for each individual SRP, to include design to 3 facings. Any additional design concepts will incur additional profile build costs.

£110 per SRP

Cutter Guide Creation – To create a cutter guide for each SRP to the dimensions supplied.

£35 per SRP



Modification Amendments – To include two rounds of amends (one complex and one average) to each SRP. Any further amendment loops required will incur an additional charge.

£126 per SRP

Artwork - To run colour separated b/w lasers, run 'flight check' software and supply high-resolution PDF or full artwork for printing.

£20 per SRP

Canesintima Intimate Moisturiser

Profile build cost x 2 concepts	£220
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£401**

Canesfresh Feminine Wipes

Profile build cost x 2 concepts	£220
Cutter guide creation x 3	£105
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£471**

Canesfresh Feminine Wash Soothing Wash Gel

Profile build cost x 2 concepts	£220
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£401**

Canesfresh Feminine Wash Gentle Refreshing Mousse

Profile build cost x 2 concepts	£220
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£401**



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TOTAL ESTIMATED COST OF PROJECT

£1,674

I have prepared costs in accordance with your brief and details outlined at this stage and hope that these costs meet with your approval and I look forward to hearing from you in due course to proceed.

Kind Regards

Lauren Brady
Account Manager

