

15<sup>th</sup> June 2014

Juliane Niklaus  
Bayer Plc  
Bepanthen

Via email

Hi Juliane,

**RE: Bepanthen Tommy Sticker & SRP**

**STAGE 1: STICKER**

**DESIGN CONCEPTS**

To prepare design concepts of the Bepanthen 100g ointment packs incorporating the Tommy logo and offer. To present front face pack mock ups of the design concepts in pdf format, for indicative use of images, graphics and colour application for consideration.

- time and materials

**£420**

**ARTWORK**

On approval of the design layout, to allow for average amends and supplying further PDFs for approval. On final approval to run colour separated b/w lasers, run 'flight check' software and supply high resolution PDF for printing.

- time and materials

**£210**

**STAGE 2: SRP**

Profile build cost	£165
Cutter guide creation	£35
Modification amendments	£168
Artwork	£20

**TOTAL**

**£388**

**TOTAL COST OF PROJECT**

**£1,018**



**White Communications Group**  
March House, 44 Leigh Road  
Eastleigh, Hampshire SO50 9DT  
[whitecommsgroup.co.uk](http://whitecommsgroup.co.uk)

**023 8062 0088**  
023 8062 0080 (fax)  
[hello@whitecg.co.uk](mailto:hello@whitecg.co.uk)

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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

