

29th May 2014

Helen Fraser
Bayer Plc
Rennie

Via email

Hi Helen,

RE: Rennie 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:

- Peppermint 12s
- Peppermint 24s
- Peppermint 36s
- Peppermint 36s (7 deep)
- Peppermint 48s
- Peppermint 72s
- Peppermint 96s
- Peppermint 96s (3 deep)

- Spearmint 12s
- Spearmint 24s
- Spearmint 36s
- Spearmint 36s (7 deep)
- Spearmint 48s
- Spearmint 72s
- Spearmint 96s
- Spearmint 96s (3 deep)

- Ice 24s
- Ice 48s



- Sugar Free 24s
- Sugar Free 48s
- Orange 24s
- Orange 24s (7 deep)
- Orange 48s
- Orange 48s (5 deep)
- Deflatine 18s
- Deflatine 36s
- Extra 12s
- Extra 24s

TOTAL SKUS: 28

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.

£165 per SRP

SKU Amendments – To amend an SRP design concept with quantity and SKU changes only, not including imagery, further copy or layout changes. To be used in the case of one design to be used across a range of SKU's, for example Berocca Boost 10s design applied to Berocca Boost 20s.

£42 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



PEPPERMINT

Peppermint 24s

Profile build cost x 2 concepts	£330
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£511**

Peppermint 12s, 36s, 36s (7 deep), 48s, 72s, 96s & 96s (3 deep)

SKU amendments	£42
Cutter guide creation	£35
Artwork	£20

TOTAL FOR 7 SKUS **£679**

TOTAL COST TO SUB-BRAND **£1,190**

SPEARMINT

Spearmint 24s

SKU amendments	£42
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£223**

Spearmint 12s, 36s, 36s (7 deep), 48s, 72s, 96s & 96s (3 deep)

SKU amendments	£42
Cutter guide creation	£35
Artwork	£20

TOTAL FOR 7 SKUS **£679**

TOTAL COST TO SUB-BRAND **£902**



ICE

Ice 24s

Profile build cost x 2 concepts	£330
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£511**

Ice 48s

SKU amendments	£42
Cutter guide creation	£35
Artwork	£20

TOTAL FOR 1 SKU **£97**

TOTAL COST TO SUB-BRAND **£608**

SUGAR FREE

Sugar Free 24s

SKU amendments	£42
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£223**

Sugar Free 48s

SKU amendments	£42
Cutter guide creation	£35
Artwork	£20

TOTAL FOR 1 SKU **£97**

TOTAL COST TO SUB-BRAND **£320**



ORANGE

Orange 24s

Profile build cost x 2 concepts	£330
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£511**

Orange 24s (7 deep), 48s & 48s (5 deep)

SKU amendments	£42
Cutter guide creation	£35
Artwork	£20

TOTAL FOR 1 SKU **£291**

TOTAL COST TO SUB-BRAND **£802**

DEFLATINE

Deflatine 18s

Profile build cost x 2 concepts	£330
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£511**

Deflatine 36s

SKU amendments	£42
Cutter guide creation	£35
Artwork	£20

TOTAL FOR 1 SKU **£97**

TOTAL COST TO SUB-BRAND **£608**



EXTRA

Extra 24s

Profile build cost x 2 concepts	£330
Cutter guide creation	£35
Modification amendments	£126
Artwork	£20

TOTAL FOR SKU **£511**

Extra 12s

SKU amendments	£42
Cutter guide creation	£35
Artwork	£20

TOTAL FOR 1 SKU **£97**

TOTAL COST TO SUB-BRAND **£608**

TOTAL ESTIMATED COST OF PROJECT **£5,038**

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

