

15th June 2014

Annae Liu
Bayer Plc
Bepanthen

Via email

Hi Annae,

RE: Bepanthen SMC SRP

COST BREAKDOWN

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

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 two average) to each SRP. Any further amendment loops required will incur an additional charge.

£168 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

BEPANTHEN STRETCH MARK CREAM

Profile build cost	£165
Cutter guide creation	£35
Modification amendments	£168
Artwork	£20
TOTAL	£388



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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

