2024

DIVISION 3

ARTPACK GUIDE

FORMAT CODE S339

QUALITY IS: GOOD | BETTER | BEST

BIG LOTS!

12/2023

DAY OF THE DEAD
Artpack Introduction

ARTPACK: DAY OF THE DEAD

FORMAT CODE: S339

This Guide has been developed to provide Big Lots vendors with the information and resources needed to create packaging using our Artpack. It includes:

1. **DAY OF THE DEAD GRAPHIC ELEMENT INFORMATION**
   Provides visual references as well as the DAY OF THE DEAD color palette, an explanation of how to create the background, brand photography treatment standards, and a list of fonts used for the item description and other copy. Please note that we are not permitted to provided the fonts. Vendors must purchase the identified fonts or use acceptable, similar alternatives.

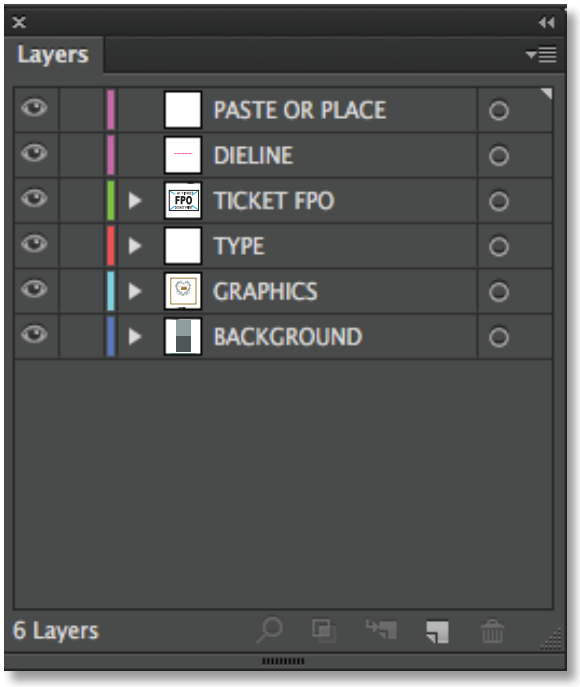
2. **PRIMARY PACKAGING CHECKLIST**
   Big Lots defines "Primary Packaging" as product packaging that the consumer sees at the point of sale. Our Primary Packaging consistently includes elements such as a price label, item description, distribution clause and net quantity. It may also include other copy, photos, a UL, CSA or ETL logo and warning or caution statements. This section provides a brief description of each of these elements.

3. **COLOR LAYOUTS**
   This section includes color layouts that show how the DAY OF THE DEAD graphics and other primary packaging elements are applied to several common package types (Hang Tag, Acetate Box with Color Label, Color Label, Wrap Around Color Card, Header Card, Color Box, Color Box with Acetate Window, Backer Card, Black & White Label, U Card & PDQ). Note the relative size and placement of each element. These layouts are not production ready. Vendors must customize the layouts for each product, making sure to size elements proportionally.

4. **COMPUTER CREATED ART FILES**
   In addition to this Artpack, the package examples referenced will be made available in native Adobe Illustrator CC for use to create final artwork production files. Utilize the appropriate package form and proportions to create final artwork.

IF YOU HAVE QUESTIONS AFTER REVIEWING THIS ARTPACK, PLEASE REFER TO THE BIG LOTS VENDOR PACKAGING GUIDE, VERSION 5.0. YOU MAY ALSO SUBMIT QUESTIONS VIA E-MAIL TO packaging@biglots.com.
Effective immediately all substrate standards specified in this Artpack supersedes the BIG LOTS VENDOR PACKAGING GUIDE, VERSION 5.0 minimum standards.

DAY OF THE DEAD
Layer Naming and Organization in Adobe Illustrator



LAYER NAMING

We have created a small group of layers that are specifically labeled to assist vendors and designers in modifying elements in all documents. All Illustrator files will be built using this naming convention for ease of file revisions. You don't have to use every layer, however, you should not need to create any additional layers.

Layers can be rearranged in any order from top to bottom as needed.

PASTE OR PLACE is a blank layer used to paste elements from other files prior to moving them to the correct layer.

DIELINE TEMPLATE and print specifications should be placed on the same layer. Use Magenta for everything on this layer.

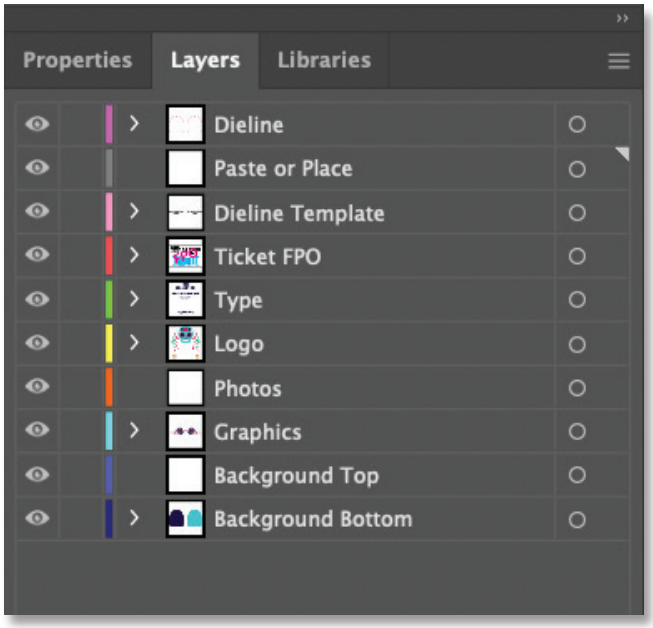
TICKET FPO layer is for the ticket or any other item that is for position only. No live print elements should be on this layer.

GRAPHICS layers should contain all graphics and design elements in the file. From simple color shapes to complex illustrations.

PHOTOS layer should contain all photos and clipping paths used with them.

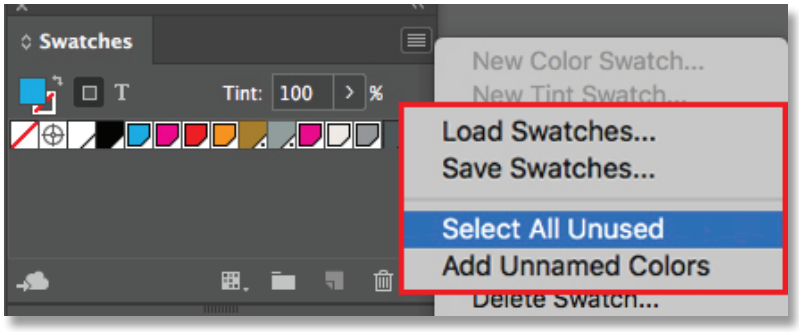
TYPE should contain any live or grouped outline type.

BACKGROUND layers should be the main colors used in background of the package or label. On occasion these may contain graphic or photo elements as needed.



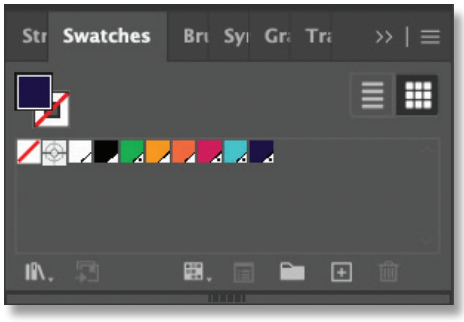
DAY OF THE DEAD
Color Palette and Separation Preview in Illustrator

Before



After

(colors specific to DAY OF THE DEAD)

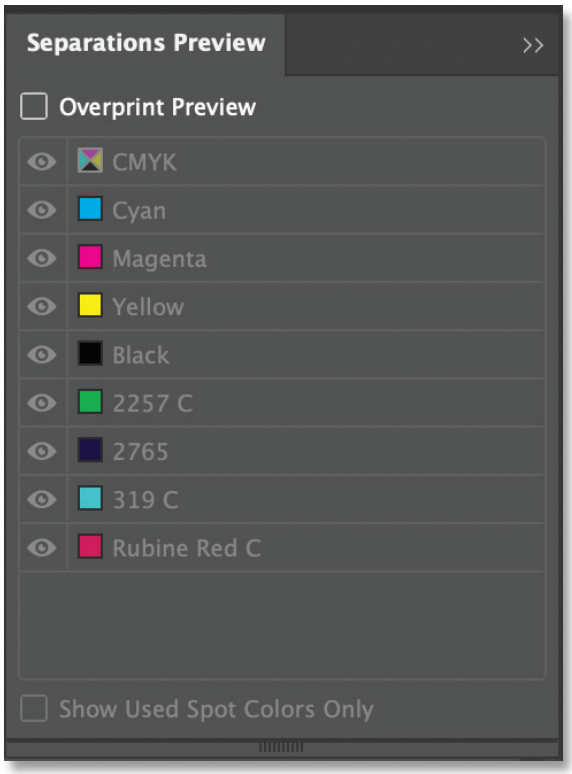


COLOR SWATCHES

"Select All Unused" color/pattern swatches and delete from the file prior to releasing it to Big Lots.

Check the color mode of your file and the color swatches Colors as specified on page 5.
No RGB colors should be used.

Please make all template dielines magenta in color.



USE SEPARATIONS PREVIEW

As a quick file proofing check.
Separations Preview. This shows all colors used in the document on visible layers.

Check the overprint preview box then deselect each color to see what appears on each remaining color plate. This will reveal any elements that may be the wrong color.

UN-check the overprint preview and the file will return to a normal preview.

PLEASE READ:
Big Lots will only accept Illustrator CC files.
NO PDF files will be accepted.

DAY OF THE DEAD
Graphic Elements

LOGO(S)

PRIMARY LOGO

PDQ LOGO

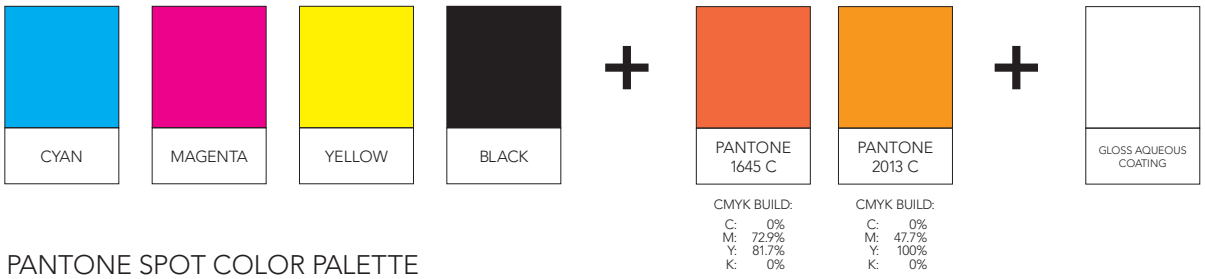
COLOR PALETTE (CMYK AND SPOT COLOR)

This format was created using the Pantone Color Palette shown below.

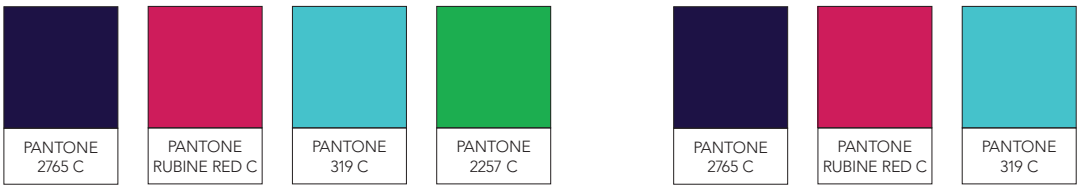
FOR ALL PACKAGING.

REQUIRED COLORS:

PANTONE PROCESS COLOR PALETTE



PANTONE SPOT COLOR PALETTE



(WITHOUT PHOTOGRAPHY)

(WITH PHOTOGRAPHY)

NOTE: For consistency across multiple vendors and products, it is imperative that colors be executed as indicated here. Converting spot colors to process is not acceptable unless permission is granted by Big Lots Packaging. If detected, you will be required to submit another print proof.

DAY OF THE DEAD
Graphic Element Executional Guidelines

FONTS

Please note that we are not permitted to provide the fonts. Vendors must purchase the identified fonts or use acceptable, similar alternatives.

P22 Clementine: Sans (TT) – Use for Item Description, title case, with a slight stroke.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

P22 Clementine: Sans (Sentence Case) – Use for Item Net Quantity, Product Copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use for Warnings, RN#, and Distributed by Clause.

Helvetica Neue LT 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: The distribution clause should be typeset in Helvetica Neue LT 65 Medium and 75 Bold, at 5 pt. and should follow the 3-Line Format shown below:

3-Line Format

Distributed by: Big Lots Stores, Inc.
P.O. Box 28523; Columbus, OH 43228-0523
V# 000000 **MADE IN CHINA** ITEM# 000000

(remember that the Country of Origin should be typeset in bold at 6 pt.)
Please modify V#, ITEM# and Country of Origin to match those listed on the Purchase Order for each item.

DAY OF THE DEAD
Primary Packaging Checklist

The following are key elements included on DAY OF THE DEAD primary packaging:

1. **PRICE LABEL**
   - Price labels are to be printed or placed in the upper, right-hand corner of the Principal Display Panel on most common package types (blister/backer card, color box, color label, header card). An exception to this rule is the hang tag. Price labels are to be printed or placed on the back of hang tags.
   - If not printed directly on the package, allow enough space for the price label to be placed without covering copy or photos.
   - Use the correct ticket type and size as indicated on the purchase order.

2. **LOGO**
   Graphic elements of the DAY OF THE DEAD brand logo are described on page 5 of this Guide.

3. **TRADE NAME PROTECTION SYMBOL**
   N/A

4. **HANG HOLE & SWIFT TAG HOLE**
   Refer to the hang hole specifications found on page 35 in the Packaging Quality section of the Big Lots Vendor Packaging Guide, 5.0. Hang holes must be at least 3/8 inch in diameter. Swift Tag Holes must be 1/8 inch in diameter.

5. **ITEM DESCRIPTION**
   May also be referred to as "Identity" or "Product Name." This should accurately describe the item using descriptive words.

6. **DISTRIBUTED BY**
   All packaging must include the name and place of business of the manufacturer, packer or distributor. Big Lots prefers to use a "Distributed By". We prefer that this information be printed in only one location on the package. The two most commonly used formats for the "Distributed By" are shown below. Note that the correct item number, vendor number and country of origin should also be included. The country of origin should be printed in all upper case letters, in a sans serif bold font, at least one point size larger than the address.

Address should be Helvetica Neue Lt, #65 Medium and #75 Bold, centered, no smaller than 5/7, no larger than 7/9.

3-Line Format

Distributed by: Big Lots Stores, Inc.
P.O. Box 28523; Columbus, OH 43228-0523
V# 000000 MADE IN CHINA ITEM# 000000

4-Line Format

Distributed by: Big Lots Stores, Inc.
P.O. Box 28523
Columbus, OH 43228-0523
V# 000000 MADE IN CHINA ITEM# 000000

DAY OF THE DEAD
Primary Packaging Checklist

7. **PHOTOGRAPHS**
   If illustrations or photographs are required for a specific item, placement guidelines will be provided by the packaging team.

8. **WARNING/CAUTION STATEMENTS**
   Warning and caution statements must be printed in a sans serif font, must be clearly visible (not covered by product or other information) and must appear in legible type size (minimum 8 pt). The word "WARNING" must be in all upper case letters, in a sans serif, bold font, and must be preceded by the warning symbol (an exclamation point within a triangle).

   NOTE: Some warning and safety information has specific size and placement requirements. Please adhere to these requirements. It is also the vendor's responsibility to ensure that all warning, caution and safety information required as a result of 3rd party testing is included on the packaging.

9. **UL/ETL/CSA CLAUSE AND LOGO**
   If an electronic item is tested for safety and certified by either UL, ETL or CSA, the appropriate mark should be on packaging per the certifying body's guidelines.

   Any text associated with above should be in sans serif font.

10. **OTHER COPY**
    Key features not included as part of the item description should appear below the item description in a smaller type size. If the back of the package is being printed, additional information may also be included there.

11. **PACKAGE STRUCTURE**
    Refer to the Import Product Data Sheet (IPDS) for specific package structure requirements. Additional information may also be found in the "Packaging Quality" section of the *Big Lots Vendor Packaging Guide, 5.O.*

12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
    Size, quantity or weight of an item (or a combination of these) may be included in this statement. Refer to the "Labeling Requirements" section of the *Big Lots Vendor Packaging Guide, 5.0* for further information. The symbols for feet (') and inches (") may not be used in the net quantity statement. See page 26 of the Packaging Guide referenced above for a list of acceptable abbreviations.

ADDITIONAL REQUIREMENTS – PLEASE READ

When submitting layouts for review and approval, include reference photos of the final package form for our evaluation of the entire package structure and label combined.

To keep to the 10 day turnaround time, layouts must be submitted as individual documents (1 layout per) due to internal e-proofing.

DAY OF THE DEAD
EAS Tagging Requirements

The Electronic Article Surveillance System (EAS) is a Source Tagging Program in which ALL vendors/manufacturers are required to participate.

Source tagging requires the EAS label to be applied onto or into the packaging (Color Label, Insert, Backer Card, etc.) of the product. This typically occurs at the point of manufacturing, packaging or distribution. Radio Frequency (RF) systems at store level will scan the EAS label to deactivate it when the item is purchased.

Work with your buyer on when you are to implement this EAS Tag process. For questions, contact Ryan Brooks (**ryanbrooks@biglots.com**) or Alecia Camps (**aleciacamps@biglots.com**). Please provide article number(s) and photo references in email.

Source Tagging Expectations

– 100% compliance in source tagging of designated EAS items upon receipt at Big Lots Stores, Inc.

– 100% compliance in placement of source tag labels in the area designated.

Source Tagging Requirements

– EAS Tag must be placed within 3 in. of the UPC or Big Lots price ticket.

– EAS Tag must be placed inside the package on the back side of principal display panel of the package structure, so it's not visible to the consumer. This is the preferred option - see example on the right.

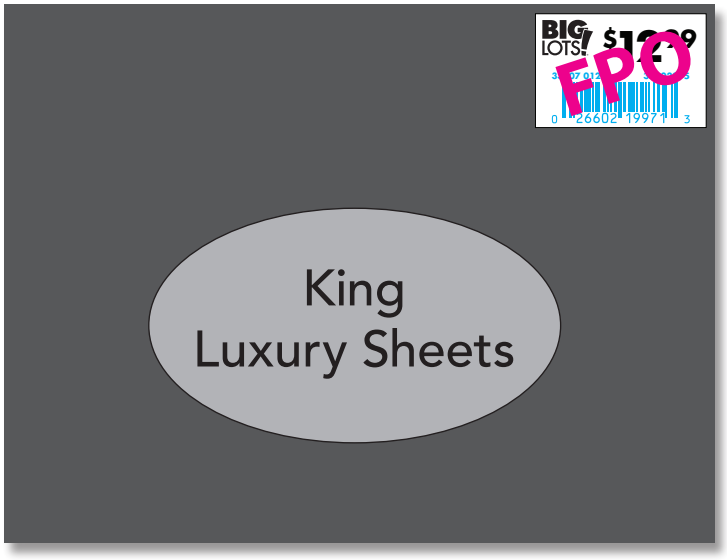
(NOTE: If this preferred option is not possible, EAS Tag can be placed on the principal display panel (front side of the package structure), behind the price ticket.)

– Big Lots preferred tag size is a 1.5 in. x 1.5 in. square tag (as shown in example).
(NOTE: For other tag sizes, please reference the Import Vendor Guide.)

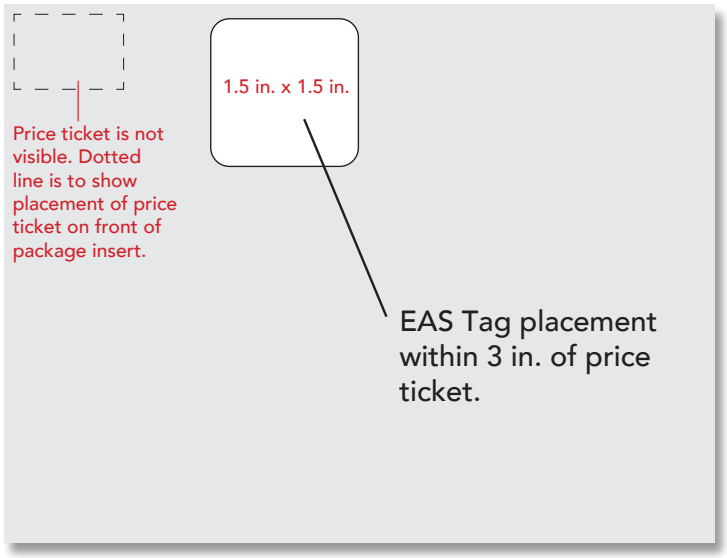
– EAS Tag must not cover any information such as item description, copy, logo, etc.

– EAS Tag must not be applied directly to metal. Contact Ryan or Alecia with questions or concerns.

Front of Package Insert (Principle Display Panel)



Back of Insert, inside of Package Structure



DAY OF THE DEAD

Vendor's Steps to Creating a Removable Perf Price Ticket (RPF) and/or Label for Select Merchandise

DOMESTIC VENDOR'S REMOVABLE LABEL SPECIFICATIONS

Fasson® 60# Archival Semi-Gloss/R5195/40#LF **Spec# 18559**

Facestock:

Fasson® 60# Archival Semi-Gloss is a bright, blue-white, premium coated 60# semi-gloss facestock. This facestock is acid-free, lignin-free and passes the ANSI Photographic Activity Test making it ideal for photo safe archival applications.

Basis Weight:	60.0# per ream 10% (500 sheets 25" x 38")
Caliper:	0.0031 inches 10%
Tensile:	MD 35# per inch width CD 19# per inch width
Tear:	MD 47 grams per sheet CD 46 grams per sheet
Stiffness:	MD 100 mg CD 60 mg

Adhesive:

Fasson® R5195 is a general purpose removable adhesive featuring moderate initial tack and minimal adhesion build over time. Its consistent level of adhesion and long term removability make it suitable for applications on substrates such as glass, plastics, and corrugated cardboard. It has also been found to adhere well to curved glass and plastic substrates approaching 1" in diameter; however, use caution with stiff facestocks.

Type:	Emulsion Acrylic
Minimum Application Temperature:	+ 40° F
Service Temperature Range:	-65° F to + 180° F

Typical Performance Data: Tested with 60# C1S Paper at room temperature on standard lab panels.

Glass

Loop Track:	1.0 lbs avg
Peel Adhesion:	0.9 lbs. avg

Corrugated

Loop Track:	1.0 lbs avg
Peel Adhesion:	0.6 lbs. avg

HDPE

Loop Track:	1.0 lbs avg
Peel Adhesion:	0.75 lbs. avg

DOMESTIC VENDOR'S REMOVABLE LABEL SPECIFICATIONS (CON'T)

Liner:
Fasson® 40#LF is an acid-free, lignin-free liner which adds to the overall stability of the total construction in roll to sheet applications. This liner has been designed for improved backside printability, and will not flake or dust.

Basis Weight:	43# per ream ± 10% (500 sheets 24" x 36")
Caliper:	0.0025 inches±10%
Tensile:	MD 28# per inch width CD 15# per inch width
Tear:	MD 35 grams per sheet CD 40 grams per sheet

Total Construction Caliper (approximate): 0.0064 inches ± 10%

Shelf Life:
Unless specified otherwise in this document, one year when stored at 72°F at 50% RH

Statement of Practical Use:
As with all pressure sensitive materials, this product should be tested thoroughly under end-use conditions to ensure it meets the requirements of the specific application.

Warranty:
All statements, technical information and recommendations about AVERY DENNISON products are based upon tests believed to be reliable but do not constitute a guarantee or warranty. All AVERY DENNISON products are sold with the understanding that PURCHASER has independently determined suitability of such products for its purposes. AVERY DENNISON products are warranted to the original purchaser to be free from defects in material or workmanship for a period of one year from date of shipment. Purchaser's sole and exclusive remedy for breach of this warranty shall be the replacement of the defective products or, at AVERY DENNISON'S option, the issuance of a credit or refund in an amount up the purchase price of the defective product. In no event shall AVERY DENNISON be responsible for claims beyond the purchase price of the defective product.

THE WARRANTY SPECIFICALLY SET FORTH ABOVE IS IN LIEU OF ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OR MERCHANTABILITY, FITNESS FOR ANY PARTICULAR USE AND/OR NON-INFRINGEMENT. AVERY DENNISON SPECIFICALLY DISCLAIMS AND EXCLUDES ALL OTHER SUCH WARRANTIES. IN NO EVENT SHALL AVERY DENNISON BE LIABLE TO PURCHASER OR ANY OTHER PARTY FOR INDIRECT, CONSEQUENTIAL, INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES.

No representative or agent of AVERY DENNISON is authorized to give any guarantee or warranty or make any representation contrary to the above. No waiver, alteration, addition or modification of the foregoing conditions shall be valid unless made in writing and signed by an executive officer of AVERY DENNISON.

DAY OF THE DEAD

Vendor's Steps to Creating a Removable Perf Price Ticket (RPF) and/or Label for Select Merchandise

INDIA VENDOR'S REMOVABLE LABEL SPECIFICATIONS

Product data Fasson® High Gloss White Premium / R100 / BG40 brown

FaceStock

A white, one side cast coated, gloss finish, woodfree printing paper.

Basis Weight	83g/m	ISO 536
Caliper	0.081mm	ISO 534

Adhesive

A general purpose removable, rubber based adhesive.

Liner

BG40 brown, a supercalendered glassine paper.

Basis Weight	60g/m	ISO 536
Caliper	0.055mm	ISO 534
Transparency	45%	DIN 53147

Laminate

Total Caliper	0.156

PERFORMANCE DATA

Initial Tack	100N/m	FTM 9 glass
Peel adhes. 90°	70N/m	FTM 2 st.st.

Min. appt. temp.	-20°C
Service temp.	-40°C --> + 80°C

N.B. : All data to be considered as typical values.

Adhesive performance

The adhesive is suitable for general application on a wide range of substrates, featuring good initial tack and adhesion combined with excellent removability. In addition the adhesive has superb low temperature performance.

Remark:

Application to porous substrates such as paper and board, or prolonged exposure to UV light may adversely affect clean removability. The adhesive complies with the Eurpean food directives and legislations, FDA 175.105 and the German recommendations XXI as published by BfR. BfR (Bundesinstitut fur Risikobewertung) is the German Federal Institute for Risk Assesment. The adhesive can be used in direct contact with dry and moist, non fatty foodstuffs.

Applications and use

Wide range of labels and stickers where brilliant multicolor print quality with high gloss levels is required. Typical applications include labels for use in the cosmetic, pharmaceutical, food industry and promotional labels. Due to the excellent low temperature adhesion performance, this product can also be used successfully in may deepfreeze applications.

Conversion / Printing

This glossy, cast coated facestock is specially suited to provide top print quality in all processes, whether single or multicolor, line or process color printing. Excellent conversion characteristics in rotary and flat bed.

Shelf life

Two years, stored at 22°C / 50% RH.

DAY OF THE DEAD

Vendor's Steps to Creating a Removable Perf Price Ticket (RPF) and/or Label for Select Merchandise

CHINA VENDOR'S REMOVABLE LABEL SPECIFICATIONS

FASSON
Ideas that work for you™

Technical parameters

Farson grams of white card Glassine coated paper at the end PC/AR600/62

Product Code # /

AW3269 (back print)
Revision Date: 16-Nov-2009

The surface of the substrate
Super calendar treatment by the half-height optical white paint on paper.

Basic Weight	80 ± 10%g /m^2	ISO 563
Thickness	0.072 ± mm 10%	ISO 534

Adhesives
A general purpose removable acrylic latex.

Liner
A super calendared white glassine paper with excellent roll label converting properties.

Basic Weight	61 ± 10%g /m^2	ISO 563
Thickness	0.072 ± mm 10%	ISO 534

Typical viscosity value

Initial viscosity	3.0 N/25mm	FTM 9 st.st
90 degrees 20 minutes peeling sticky	1.8 N/25 mm	FTM 2 st.st
24 hours 90 peel-off adhesive	2.0 N/25mm	FTM 2 st.st
The lowest temperature labeling	-10 °C	
Operating	-50 °C-+90 °C	

Applications and Use
This material can remain its integrity when it is peeled off from most substrates, such as SS, Glass, HDPE standard panels. The label has 6 months clear removable from HDPE and cardboard under standard conditions. We do not recommend it is affixed to curved substrate. Also avoid exposure to sunlight and high temperature conditions for a long term.

Chemical reaction might be caused between different substrates and the removable performance, we do not recommend to apply it above 70C and affix it to PMMA. And we also do not recommend to apply to curved substrates. Tests are strongly recommended before usage.

The above does not represent any guarantee or warranty and the Purchaser must independently determine the suitability of the products for the Purchaser's purposes.

Printing/Converting
This supercalendered semi-gloss facestock provides excellent printing quality by all the usual printing techniques, whether single or multicolor, line or process color printing. Care should be taken with the ink viscosity during printing process, too high viscosity of ink will damage the surface of the paper. Excellent conversion characteristics in rotary and flat-bed.

Acceptance of hot stamping foil is excellent.

Shelf Life
Temperature 23 ± 2C, relative humidity of 50 ± 5% of the cases, can be stored for one year.

Statement of Practical Use
As with all pressure sensitive materials, this product should be tested thoroughly under end-use conditions to ensure it meets the requirements of the specific application.

DAY OF THE DEAD
Decor Removable Perf Labels (RPF) for Select Merchandise

1. **PRICE LABEL**
   This ticket type option is called an RPF (removable perf) ticket.
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
   N/A
4. **HANG HOLE**
   N/A
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
   Preferred location is the bottom of the RPF Label.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
   N/A
8. **WARNING/CAUTION**
   Printed on the RPF Label that is placed on the bottom of the item.
9. **UL/ETL/CSA CLAUSE AND LOGO**
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
    If required, must be placed on the lower area on the front of the package. Must be stated in both English standard and metric measure.

(RPF)
FORMAT CODE S339DECORRPF
DAY OF THE DEAD
Branded decor with removable perf,
Item Description, has retail, no warning.

REQUIRED SUBSTRATE:
For REMOVABLE Perf Price Ticket and Label, (RPF) see pages 10-14.

Minimum Diameter of Label is 2-3/8 in.

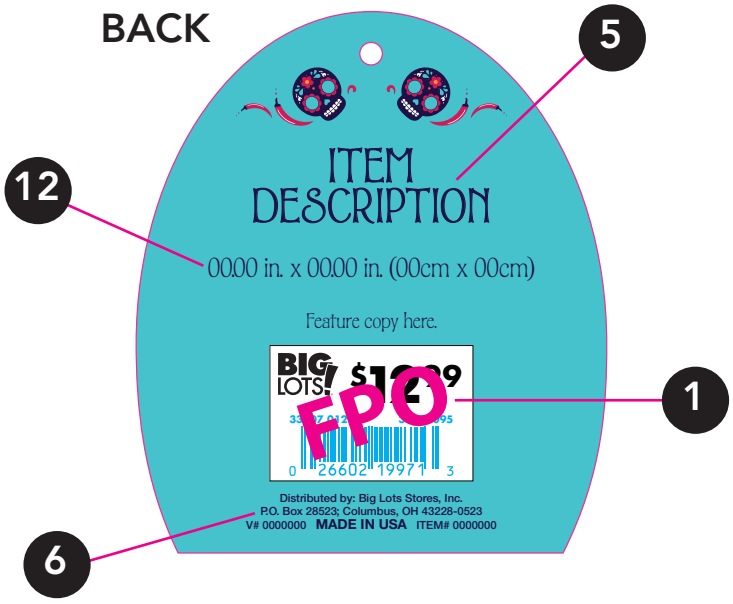
DAY OF THE DEAD
Small Hang Tag (HT)

1. **PRICE LABEL**
   Printed or placed beneath the weight and measure statement on the back of the Hang Tag.
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
   N/A
4. **HANG HOLE**
   Must be 1/8 inch in diameter.
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
   Preferred location is the back of Hang Tag.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
   N/A
8. **WARNING/CAUTION**
   May be placed on the Insert on the inside of the Hang Tag, if not legally required to appear on the outside of the Color Box or on the principal display panel (front).
9. **UL/ETL/CSA CLAUSE AND LOGO**
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
    If required, must be placed on the lower area on the back of the Hang Tag and must include both English standard and metric measure.

3 in. Tall Hang Tag

FRONT

BACK



REQUIRED SUBSTRATE:
For HANG TAG use 300 gsm and 85% brightness.

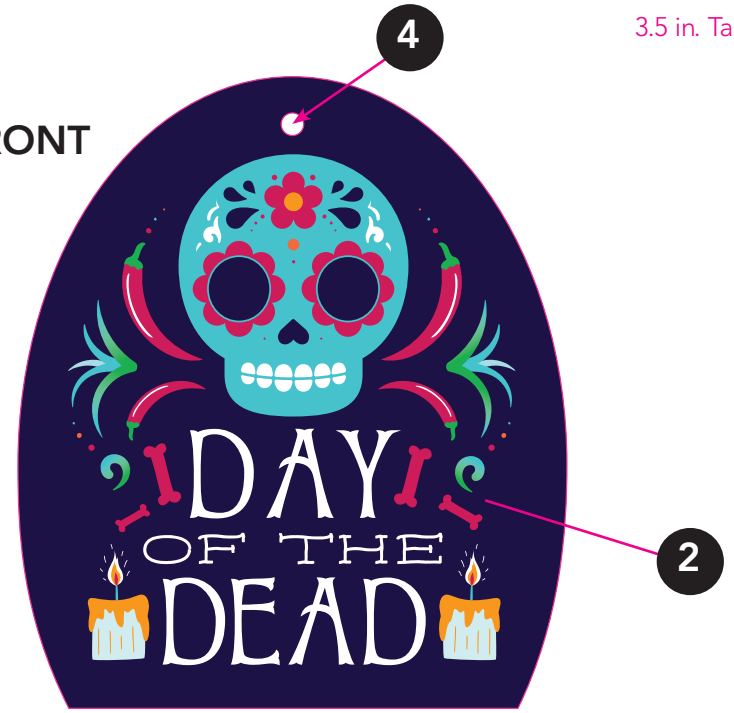
NOTE: A1 ticket should be placed directly on the back (ticket should not cover any copy) of the hang tag.

DAY OF THE DEAD
Large Hang Tag (HT)

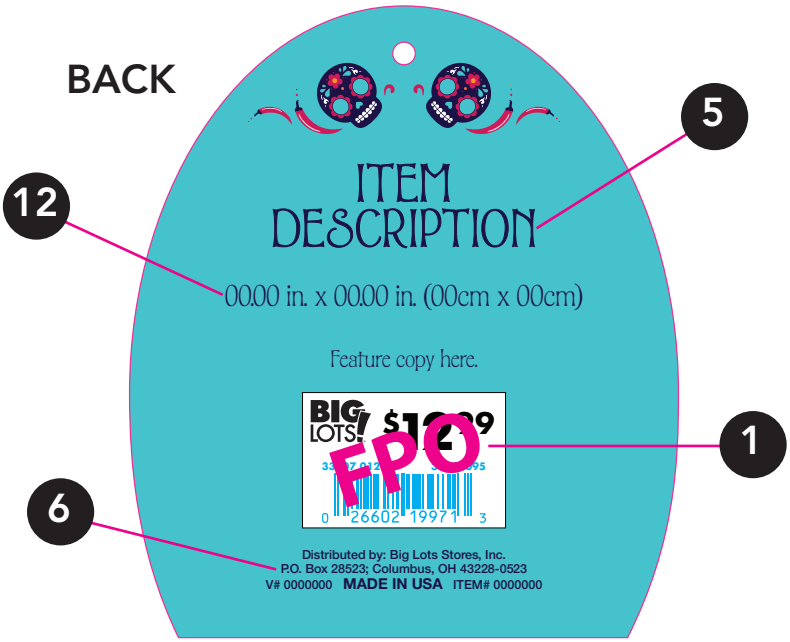
1. **PRICE LABEL**
   Printed or placed beneath the weight and measure statement on the back of the Hang Tag.
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
   N/A
4. **HANG HOLE**
   Must be 1/8 inch in diameter.
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
   Preferred location is the back of Hang Tag.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
   N/A
8. **WARNING/CAUTION**
   May be placed on the Insert on the inside of the Hang Tag, if not legally required to appear on the outside of the Color Box or on the principal display panel (front).
9. **UL/ETL/CSA CLAUSE AND LOGO**
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
    If required, must be placed on the lower area on the back of the Hang Tag and must include both English standard and metric measure.

3.5 in. Tall Hang Tag

FRONT



BACK



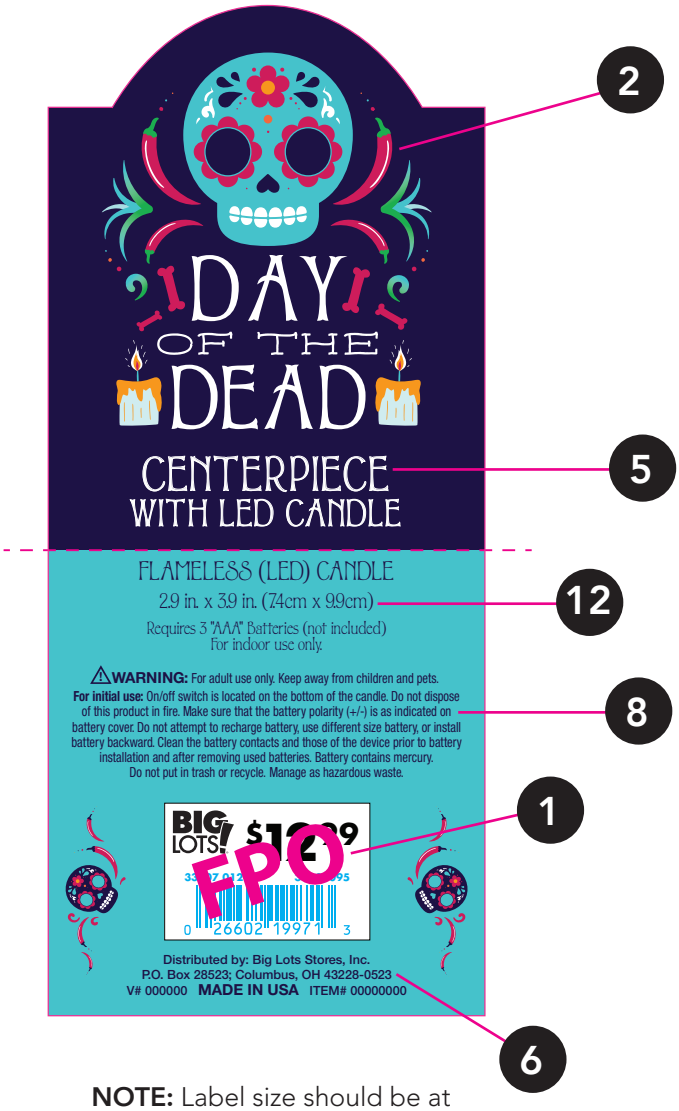
REQUIRED SUBSTRATE:
For HANG TAG use 300 gsm and 85% brightness.

NOTE: A1 ticket should be placed directly on the back (ticket should not cover any copy) of the hang tag.

DAY OF THE DEAD
Acetate Box with Label (ABL)

1. **PRICE LABEL**
   Printed or placed beneath the item description on the back of theLabel.
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
   N/A
4. **HANG HOLE**

   N/A
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
   Preferred location is on the bottom of the Color Label.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
   N/A
8. **WARNING/CAUTION**
   May be placed on the bottom panel of the Acetate Box with Color Label, if not legally required to appear on the principal display panel (front).
9. **UL/ETL/CSA CLAUSE AND LOGO**
   N/A
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
    If required, must be placed on the lower area on the bottom panel of the Acetate Box with Color Label and must include both English standard and metric measure.



NOTE: Label size should be at least 20% of the PDP (Principal Display Panel), but no more than 25% for PDP's less than 50 sq. in.

Front of label should be centered left to right.

Bottom of label should wrap around bottom of acetate box centered left to right.

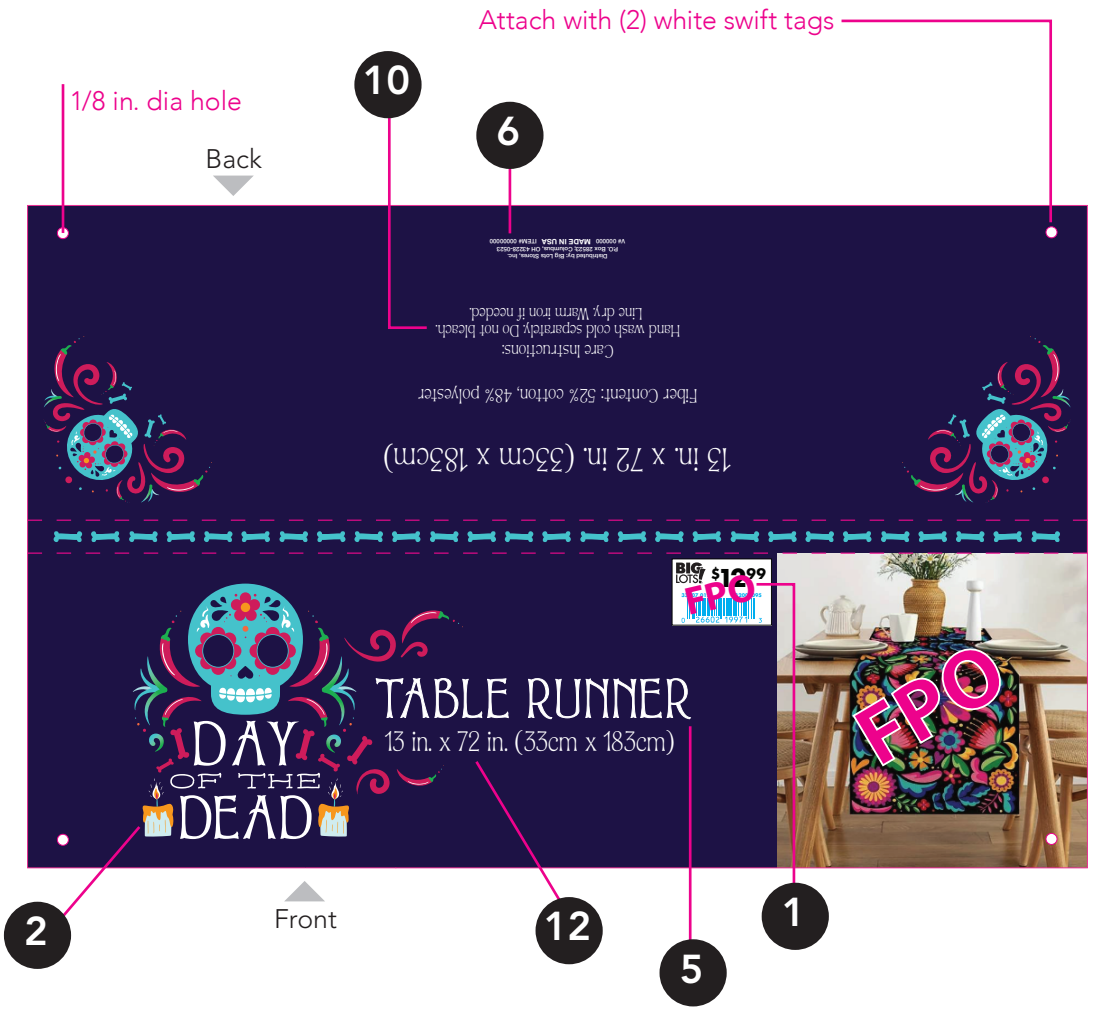
REQUIRED SUBSTRATE:
For Color Label use 300 gsm and 85% brightness.

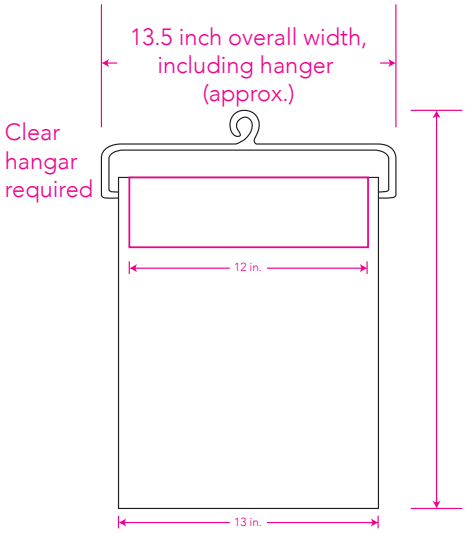
NOTE: A1 ticket should be placed directly on the bottom (ticket should not cover any copy).

DAY OF THE DEAD
Header Card (HC) for Table Runners

1. **PRICE LABEL**
   Printed or placed in the upper, right-hand corner on the front panel of the Header Card.
2. **LOGO**
3. **TRADE NAME PROTECTION SYMBOL**
   N/A
4. **HANG HOLE**
   N/A
5. **ITEM DESCRIPTION**
6. **DISTRIBUTION CLAUSE**
   Preferred location is the bottom panel of the Header Card.
7. **PHOTOGRAPHS AND ILLUSTRATIONS**
   N/A
8. **WARNING/CAUTION**
   May be placed on the back or a side panel of the Header Card, if not legally required to appear on the principal display panel (front).
9. **UL/ETL/CSA CLAUSE AND LOGO**
   N/A
10. **OTHER COPY**
12. **NET QUANTITY/WEIGHTS & MEASURES STATEMENT**
    If required, must be placed in the lower area on the front of the Header Card and must include both English standard and metric measure.

12 in. (W) x 7.5 in. (H) Header Card





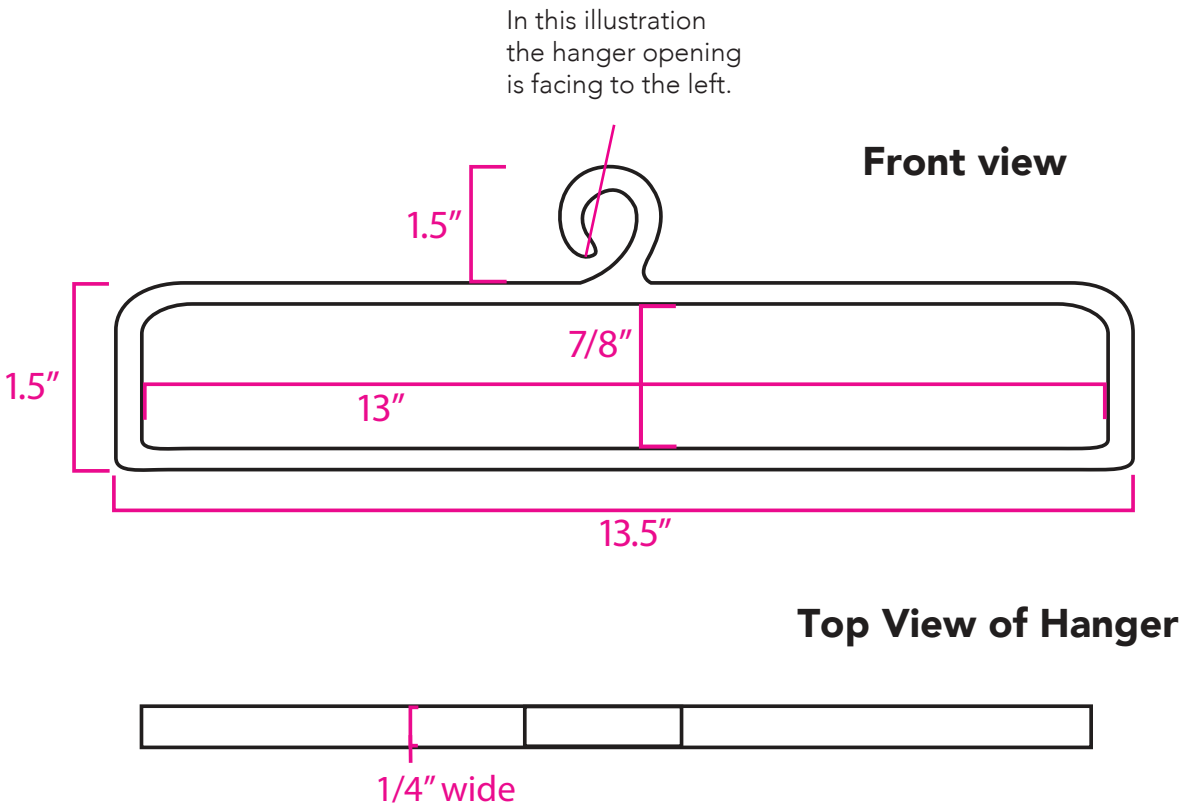
Use a clear hanger that when looking at the front of the package the hook of the hanger opens to the left. (See example on left).

Header Card should be 1/2 in. shorter than the table runner for each side. Center card left to right on runner.

Overall Length:
Sample must be approved for overall length. Could vary some across SKUs, depending on style.

REQUIRED SUBSTRATE:
350 gsm, C1S (coated 1 sided).

DAY OF THE DEAD
Hanger Specifications for Vinyl Tablecloth

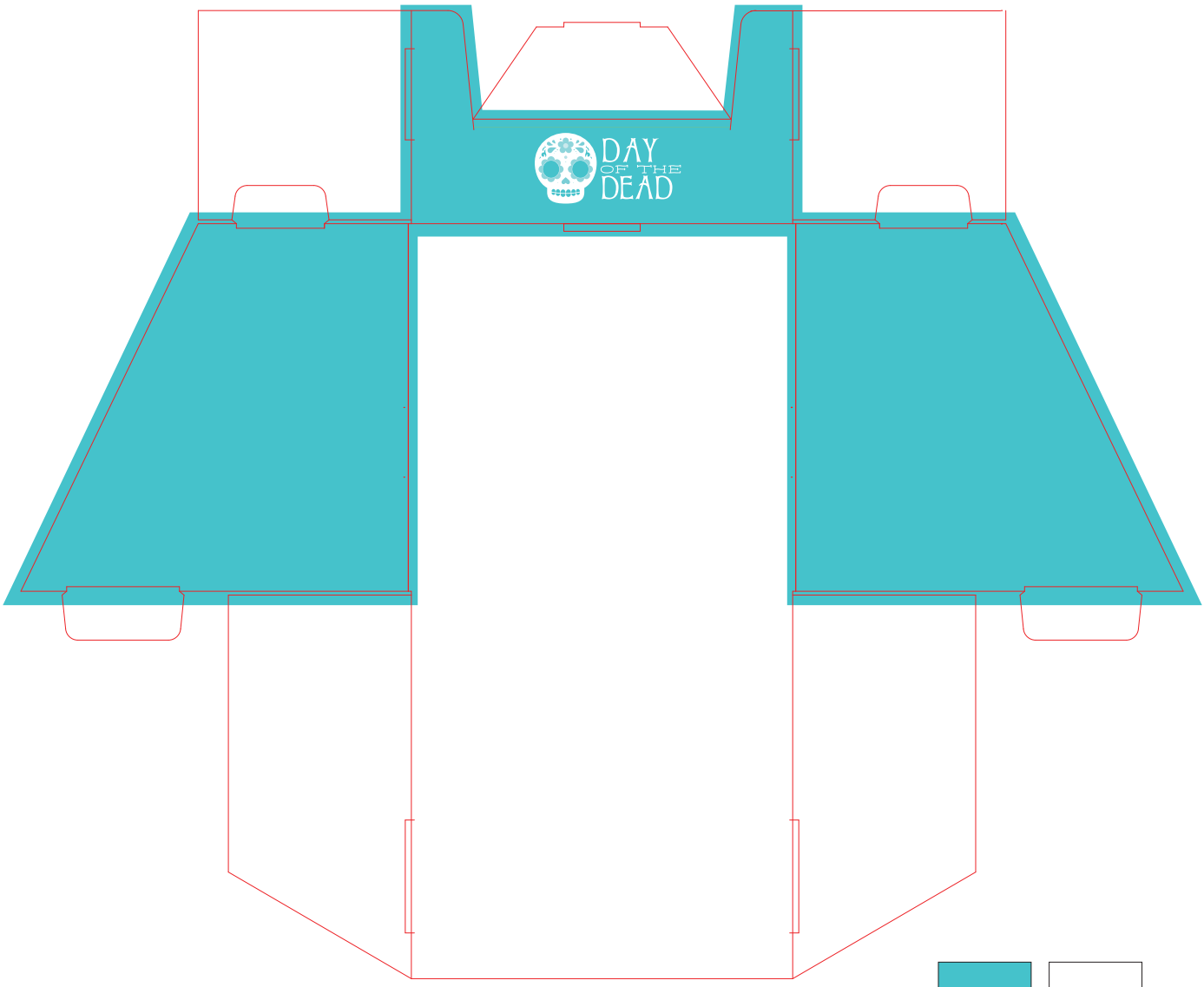


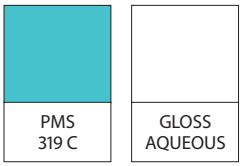
CLEAR HANGER REQUIRED

DAY OF THE DEAD
PDQ

The PDQ artcode for this brand is: PDQS339

Logo only.





IMPORTANT INFORMATION

REQUIRED SUBSTRATES:
Minimum requirement is B-Flute Corrugate.