

CONFIDENTIAL COMMERCIAL INFORMATION

MARS-3806PP 17.5 X 7.5 X 29
BOTTOM FILL



Cutline 51.50"
Art & EyeMark 51.8125"
White 53.125"
Film 53.50"

Date Code Note:
Any print color inside code date void area must be maximum 50% grayscale. No text, graphic images, or photos. Any printed patterns or textures inside the code date area must have a maximum contrast of 30% between all colors/values. Consult project lead with any questions to ensure visibility based on production facility.

H2R Note:
H2R holdout area shall be registered left of code date void. H2R sizing must follow most current H2R guidelines. Project leader to provide correct label based on region and packaging substrate. H2R label to be Classic or Classic on Dark style based ink color in H2R holdout area to ensure visibility.

UPC Note:
UPC holdout area shall be registered to the right of Code Date Void. Refer to print direction and barcode scaling notes for UPC facing and size requirements. UPC may be placed in another appropriate area if dictated by graphics needs and approved by project team.

EM# EYE-MARK
AM# ALIGNMENT MARK
GDM# GLUE DOT MARK
SEM SEAM EYE-MARK

APPROVED:				5GS_STL 7265638-1	
REVISIONS		MARS Petcare		TITLE	
1	03/03/23VL	CAD DRG. REVISED DATE		5240726-002_17.50 X 7.5 X 29	
2				HSWPP Polytex	
3					
4		REVISED	DATE		
5		REVISED	DATE		
6		REVISED	DATE		
				DATE	5/1/1
				PERCENT	100%
				5240726-002	

TECHNICAL DRAWING KEY

LEGEND:

————

Cut Line

————

Fold/Crease Line

Copy Limit

Glue Area

Bleed Line

Center Lines

Live Graphics

White Area

Date Code Area

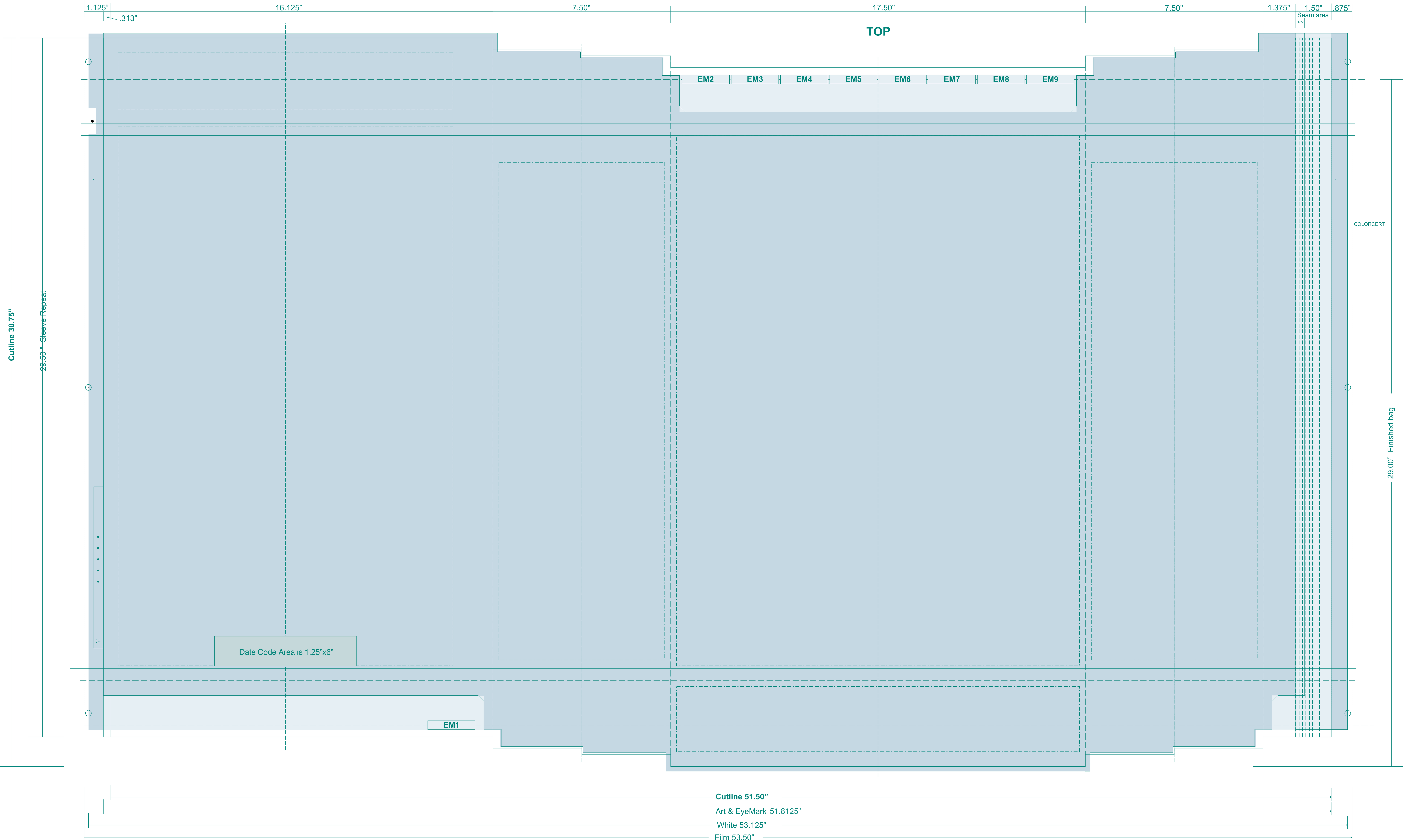
Eye-Mark

Scale 1:1

Source File: POL_MARS 023_P8BF_17.5X7.5X29

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REVISIONS		MARS Petcare		TITLE	
1	03/03/23 VL	DATE	DATE	5240726-002_17.50 X 7.5 X 29_	
2		DATE	DATE	HSWPP Polytex	
3		DATE	DATE		
4		DATE	DATE		
5		DATE	DATE		
6		DATE	DATE		

TECHNICAL DRAWING KEY	
LEGEND:	
— Cut Line	— Bleed Line
- - - Fold/Crease Line	— Center Lines
- - - Copy Limit	— Live Graphics
— Glue Area	— White Area
	— Date Code Area
	— Eye-Mark

Scale 1:1
Source File: POL_MARS 023_PPBF_17.5X7.5X29