

Central Quality System			
Type of document: Subject:	Registration Form Briefing format towards Pre Media Agency	LR 4350.01	
Department: Release date:	Marketing/ Innovation/ Packaging (Inno/VE)/ Legislation 2014-08-11	Page 1 of 2	
Reason last modification:	2018-03-13 deleted "leaf international" from the heading		

Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Fia Rasmusson	2020/08/11
Legislation:	Lenka Gocianova	Date: 2020/08/14
		Reason for change: Need to add preprinted weight BOP.
Packaging:		

TABLE I: General Information

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing	2020/08/11	Date of briefing
Company name	Marketing	Cloetta Sverige AB	Cloetta-organization
Project initiator	Marketing	Fia Rasmusson	Responsible marketeer
Telephone	Marketing	+46 40 32 41 52	
Mobile number	Marketing	+46 734 39 41 52	
Category	Marketing	Enjoyment	Refreshment/Enjoyment/Chocolate
Design agency	Marketing	Neumeister Sankt Gertrudsgatan 4 A SE-211 25 Malmö Karolina Ekstrand Production Manager +46 70 140 20 45 karolina.ekstrand@neumeister.se	Full address and contact person
Referens nr	Marketing	432060 FT	Project nr in Workfront
Brand	Marketing	Ahlgrens bilar	Concerned Brand
Product	Marketing	Original	Concerned Product
Article number	Marketing	1014153	
Content	Marketing	125g	Gram/ Kg/ Pieces Net weight (printing size (high) at least): >1000g = 6 mm max 1000g = 4 mm max 200g = 3 mm max 50g = 2 mm
Weight printed as (choose one option)	Packaging	In-line printed or Pre-printed	
e-sign (choose yes or no)	Packaging	Yes or No	e- sign: the printing size (high) at least: 3mm.
Extension	Marketing	n/a	
Promotion	Marketing	n/a	If applicable
Package type	Packaging		Pillow bag / stand pouch / etc.
Design manual	Marketing/ Printing agency	Ref: old resource code 7013541	Legibility, colours, contrast etc.
Type of proof needed	Marketing	PDF-file of ready-to-print-document	Decide with Innovation and purchasing

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Date file delivery at printer	Marketing	Week 34	
Packaging material	Packaging		Description of material
Printer name	Packaging		
Technical drawing number	Packaging		
Print technique	Packaging		
Packaging site: name & location	Packaging		Cloetta-packaging site or co-packer
Languages	Marketing	SE, DK/NO, FI	E.g Scandi or Nordic labels, add DE if DK is also target market. Make sure DE text will fit on foil before you send PMA to legal! Common TR languages (Nordic/DE/GB) special cases also RU+EE is added
Target markets	Marketing	SE	E.g SE+DK+NO+FI or SE+TR
Lead market	Marketing	SE	E.g DK
Cloetta resource code	Marketing	7014086	The packaging material code
Barcode	Marketing	7310350132874	13 or 8-digit EAN (EU) 12-digit UPC code (CA & US)
Recycling information (assort as paper or plastic?)	Packaging		
Logo's (not mandatory info, lack of space on foil/label you can leave it out)	Packaging		
Claims (insert picture of design if possible)	Marketing		
Story Telling (or other additional text)	Marketing	Brand pay off under the logo FOP:  Story telling text BOP: 1953 bestämde sig Ahlgrens godisfabrik för att försöka tillverka marshmallows. Resultatet blev inte alls som man hade tänkt sig, istället blev det små skumgodisbilar som till formen liknade en bil. Bilarna smakade fantastiskt och man bestämde sig för att inte ändra någonting. Ahlgrens bilar - Sveriges mest köpta bil – var född! Till den klassiska modellen har det också kommit en serie nya varianter signerade Ahlgrens bilar. De har alla den klassiskt mjuka våghållningen men omväxlande köregenskaper för den nyfikne föraren. Web page BOP: www.cloetta.se/ahlgrensbilar	

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Storage & use information	Innovation/VE															
Font sizes	Printing agency	Make sure not only font sizes but also colours, contrasts, type face etc is in line with "Guidlines of Legibility of Labelling (FoodDrinkEurope (FDE) document)" ALL mandatory information (product description, ingredient text, warnings, storage info, best before, nutrition table, addresses) shall be printed in a x-height depending on size of packaging. Packaging ≥ 80 cm² = x- height 1.2 mm, font size 2.9 mm Packaging ≤ 80cm² = x- height 0.9 mm, font size 2.2 mm I.e. if packaging is bigger than 80 cm² = x- height 1.2 mm, font size 2.9 mm If packaging is smaller than 80 cm²= x- height 0.9 mm, font size 2.2 mm														
Legend <table><tr><td>1</td><td>Ascender line</td></tr><tr><td>2</td><td>Cap line</td></tr><tr><td>3</td><td>Mean line</td></tr><tr><td>4</td><td>Baseline</td></tr><tr><td>5</td><td>Descender line</td></tr><tr><td>6</td><td>x-height</td></tr><tr><td>7</td><td>Font size</td></tr></table> x-HEIGHT 			1	Ascender line	2	Cap line	3	Mean line	4	Baseline	5	Descender line	6	x-height	7	Font size
1	Ascender line															
2	Cap line															
3	Mean line															
4	Baseline															
5	Descender line															
6	x-height															
7	Font size															
Briefing about the work to be executed		Marketing														
Info for Z-design: The only thing we need to change is to add the weight back of pack to the existing artwork – see current resource number under the section Design manual above. We want the placement, font, font size to be the same and aligned for the five artworks (current resource codes), <table><tr><td>7013541</td></tr><tr><td>7013547</td></tr><tr><td>7013543</td></tr><tr><td>7013545</td></tr><tr><td>7013549</td></tr></table> and also for the already correct 7013612, Ahlgrens bilar Radiobilar 100g, which you can use as a reference. See below.			7013541	7013547	7013543	7013545	7013549									
7013541																
7013547																
7013543																
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TABLE II: Text to be applied into the design

Article no & Product name	Legislation
1014153 Ahlgrens Bilar 36*125g 3701353 Ahl bilar original glazed	
Ingredients	Legislation
SE SKUMGODIS Ingredienser: glukossirap, socker, stärkelse, gelatin, invertsockersirap, syra (E270), vegetabiliska oljor (kokos, raps), aromer, ytbehandlingsmedel (karnaubavax), färgämnen (klorofyllinkopparkomplex, karmin). DK/NO SKUMSLIK/GODTERI Ingredienser: glukosesirup, sukker, stivelse, gelatine, invertsukkersirup, syre (E270), vegetabiliske oljer (kokos, raps), aromaer, overfladebehandlingsmiddel (carnaubavoks), farve-/fargestoffer (chlorophyllin-kobber-kompleks, carmin).	

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FI VAAHTOMAKEISIA																	
Ainekset: glukoosisiirappia, sokeria, tärkkelystä, liivatetta, inverttisokerisiirappia, happoa (E270), kasviöljyjä (kookos, rapsi), aromeja, pintakäsittelyainetta (karnaubavahaa), värejä (klorofylliinikuparikomplekseja, karmiineja).																	
Allergen declaration	Legislation																
<i>See ingredient list</i>																	
Legal warnings	Legislation																
<i>See ingredient list</i>																	
Nutritional values	Legislation																
<table border="1"> <thead> <tr> <th>Näringsinnehåll/Ravintosisältö</th> <th>Per 100g</th> </tr> </thead> <tbody> <tr> <td>Energi/Energia</td> <td>1494 kJ / 353 kcal</td> </tr> <tr> <td>Fett/Rasva</td> <td>0,2 g</td> </tr> <tr> <td>varav/heraf mättat fett/josta tyydyttynyttä</td> <td>0,2 g</td> </tr> <tr> <td>Kolhydrat/Hiilihydraatit</td> <td>82 g</td> </tr> <tr> <td>varav/heraf sockerarter/josta sokereita</td> <td>57 g</td> </tr> <tr> <td>Protein/Proteiini</td> <td>4,4 g</td> </tr> <tr> <td>Salt/Suola</td> <td>0,02 g</td> </tr> </tbody> </table>		Näringsinnehåll/Ravintosisältö	Per 100g	Energi/Energia	1494 kJ / 353 kcal	Fett/Rasva	0,2 g	varav/heraf mättat fett/josta tyydyttynyttä	0,2 g	Kolhydrat/Hiilihydraatit	82 g	varav/heraf sockerarter/josta sokereita	57 g	Protein/Proteiini	4,4 g	Salt/Suola	0,02 g
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<i>The nutrition table can also be written in running text; if there is lack of space.</i>																	
Storage and use information	Marketing																
Recycling information	Legislation																
Shelf life text	Legislation																
Bäst före/ Bedst før/ Best før/ Parasta ennen																	
Logo's	Marketing																
Producer information	Marketing																
CLOETTA																	

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