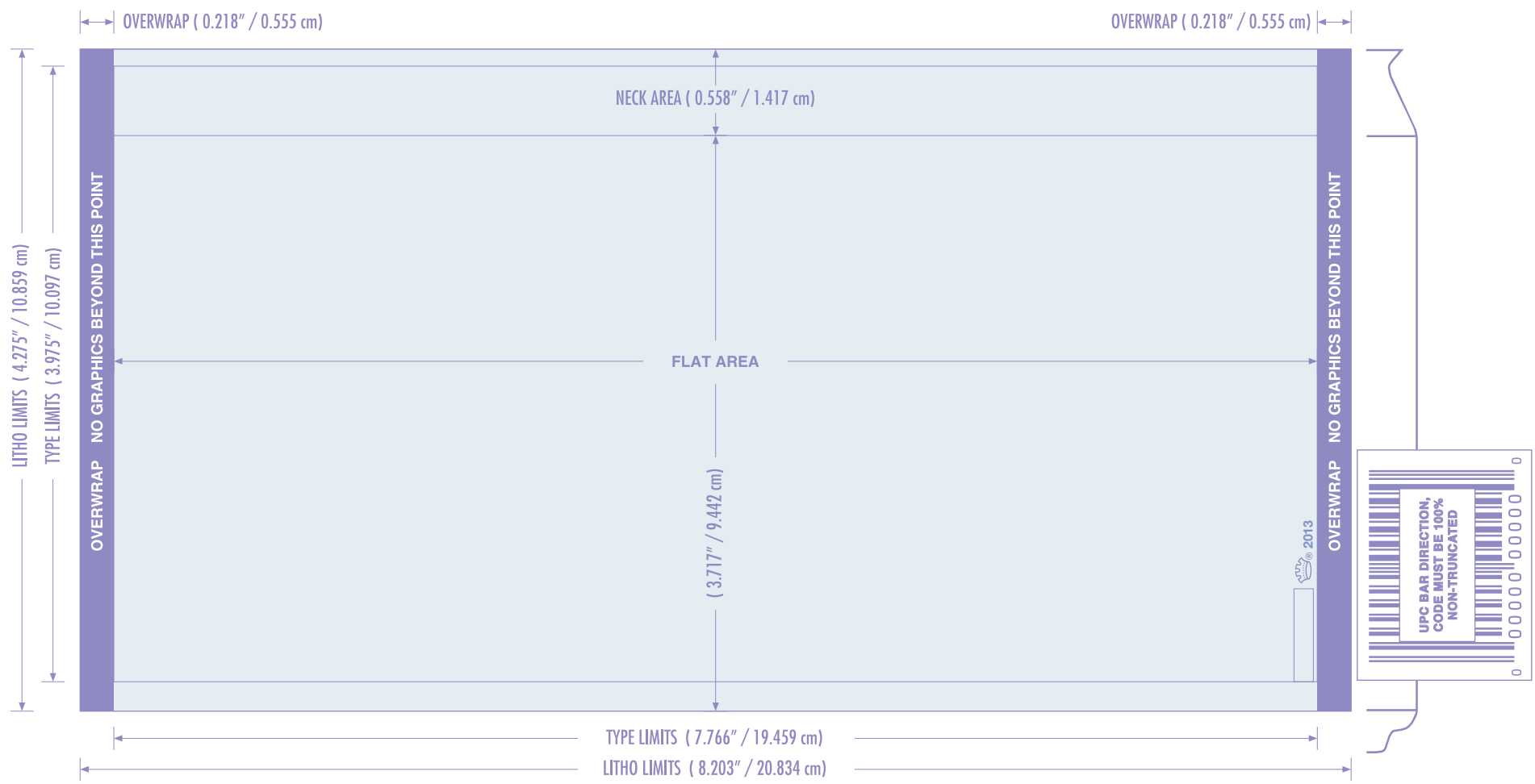


General Graphics Beverage Can Art Specification		Artwork submittal checklist
General Information	Contact your sales person as your primary contact	Please follow the check list below to set up the artwork. Do not embed images when placing in Illustrator. Indicate if your design has been built with screen compensation. We print in spot color, not process. When possible, include fonts along with the outlined Illustrator file.
Graphics Information	Artwork Submission : <a href="mailto:graphics@crowncork.com">graphics@crowncork.com</a> One Crown Way, Philadelphia, PA 19154.	
Printing Process	Aluminum Can	Substrate <input type="radio"/> Can <input type="radio"/> White Coated <input type="radio"/>
Color Management Standards	Pantone® Please supply PMS # and assign spot white for white ink	Provide PMS No. <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/>
Ink Supplier	INX®	Special Inks <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/>
Maximum printing capability	6 colors	No. of Colors <input type="radio"/> ① <input type="radio"/> ② <input type="radio"/> ③ <input type="radio"/> ④ <input type="radio"/> ⑤ <input type="radio"/> ⑥
Types of Plates	Photopolymer steel base	Types of Plates <input type="radio"/> Analog <input type="radio"/> Stork <input type="radio"/> CTP <input type="radio"/>
Color Sequence	Light to dark	Color Sequence Lt. - Dk. <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Dot Configuration	Round	Round Dots. <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/>
Standard Line Screen	85 - 100 dpi	Lpi <input type="radio"/> 85 <input type="radio"/> 100 <input type="radio"/> 120 <input type="radio"/>
Standard Angles	Flexo	Flexo Angles <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/>
Standard Densities	N/A	
Minimum Dot / Maximum Dot	3% - 85%	Dot: Min. 3% - Max. 85% <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Dot Gain at minimum	15% - 25%	Dot Gain: 15% - 25% <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Trap	Reverse trap (.005" - .007")	Reverse Trap: .005"-.007" <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Preferred Final File Format	CS5.eps Include PDFs, fonts and support files (layered .PSD) or 1-bit tiff @ 2540 ppi	File/Support files <input type="radio"/> CS5.eps w/Pdf <input type="radio"/> Fonts <input type="radio"/> S/F <input type="radio"/>
Template	Use supplied layout for correct can size	Can Size / Oz. <input type="radio"/> 8 <input type="radio"/> 10 <input type="radio"/> 11.27 <input type="radio"/> 12 <input type="radio"/> 16 <input type="radio"/>
Minimum Positive Type	7 pt. San Serif / 10 pt. Serif	Minimum Positive Type <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Minimum Reverse Type	7 pt. San Serif / 10 pt. Serif	Minimum Reverse Type <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Minimum Positive Rule	0.5 pt.	Minimum Positive Rule <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Minimum Reverse Rule	0.5 pt.	Minimum Reverse Rule <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
UPC Magnification / Size	100% / Non-Truncated. Anything smaller will require a waiver letter.	UPC 100% None Truncated <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Color of Bars	Preferred knock out Aluminum Can. If color bars, please assign darkest color.	Require a Waiver Letter <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Color of Human Readables	Preferred knock out Aluminum Can. If color numbers, please assign darkest color.	Color of Bars <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Color of Upc Boxes	Preferred White	Color of Human Readables <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
UPC BWR (bar width reduction)	Silver bars: -.003" / Color bars: .003"	White Upc Boxes <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
UPC Orientation	Please see template profile	UPC Orientation <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Transmitting Files	Under 10mb can be emailed, CD or supply your ftp site with login information	Transmitting Files <input type="radio"/> Email <input type="radio"/> CD <input type="radio"/> FTP <input type="radio"/>
Target	Cans or color keys	Target Cans or color keys <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Time Lines: Pdfs / Proofs	Up to 2 weeks or 10 Business Days from receipt of final art	Time Lines: Pdfs / Proofs <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Time Lines: Pilot	Up to 4 weeks or 20 Business Days from receipt of final art	Time Lines: Pilot <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>
Time Lines: Production Cans	Up to 7 weeks or 35 Business Days from receipt of final art	Time Lines: Production Cans <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A <input type="radio"/>

	ENGRAVING № <b>2013</b>	CUSTOMER: <b>CROWN CORK &amp; SEAL COMPANY</b>	DESIGN: <b>Crown_202_Pr_11.27oz._Layout</b>	For Customer: 202 x 211 x 409 <b>DATE: 02 / 22 / 13</b>		
	PLEASE ASSIGN PMS COLORS AND PROVIDE PMS NO.			GENERAL GRAPHICS	UPC X @ 100%	
	PMS # 001	PMS # 002	PMS # 003	PMS # 004	PMS # 005	CAN

LPI/DPI	X <sup>º</sup>	X <sup>º</sup>	X <sup>º</sup>	X <sup>º</sup>	X <sup>º</sup>	X <sup>º</sup>
INFO:	Your information here.					
FORMAT:	CS5.eps					



Dear Valued Customers:

The Can Manufacturers Institute, the trade association of the can manufacturing industry, has trademarked a can-specific recycling logo to be featured on can bodies. Several brands are already using the logo on cans in the marketplace. We are asking our customers to join our industry in utilizing the **Cans: Infinitely Recyclable** logo on product labeling in an effort to communicate the can's unique recycling message. Please find two versions of the trademark at the end of this memo.

The **Cans: Infinitely Recyclable** trademark reinforces the can recycling message and informs consumers about the can's recycling benefits. Consumer research suggests that environmental factors may affect purchasing behavior, although consumers are often unable to identify which package types are actually environmentally-friendly.

We are confident in the can's premier sustainability profile. The current 71% recycling rate for steel food cans and 65% recycling rate for aluminum beverage cans are higher than any other food or beverage package in the United States. Can recycling minimizes energy use, CO<sub>2</sub> emissions and decreases the need for virgin material. In fact, using recycled material in aluminum beverage cans uses 95% less energy and produces 95% less greenhouse gas emissions than making cans from virgin materials. Steel recycling saves enough energy each year to electrically power almost 18 million households. Can-to-can recycling is quick and efficient, returning cans to store shelves in as little as 60 days.

Many consumers remain unaware of the can's robust sustainability story, particularly the simple message that metal cans can be recycled again and again, forever, without loss of strength or quality. The **Cans: Infinitely Recyclable** logo is a simple and efficient way to communicate that crucial message to consumers at point-of-sale.

Crown cares deeply about sustainability. We hope that brand owners and retailers will use the new logo to inform consumers about the permanence of metal and encourage the continued growth in metal can recycling rates.

