

Type of document:	Registration Form	LR 4350.01
Subject:	Briefing format towards Pre Media Agency	
Department:	Marketing / Innovation	Page
Release date:	2016	1 of 2
Reason last modification:		

Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Karin Sandberg	2016-01-05
Legislation:	Lenka Blahova / Růya Küçük	2016-02-15 updated due to milk acid & glucose syrup harmonisation
Packaging:	Tove Lantz	2016-01-14

TABLE I: General Information

*Must be filled in before sent to Legal

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing		Date of briefing.
Company name	Marketing	Cloetta	LEAF-organisation.
Project initiator	Marketing	Karin Sandberg	Responsible marketer.
Telephone	Marketing	+46 40 32 42 41	
Mobile number	Marketing	+46 734 39 42 41	
Category	Marketing	Enjoyment	Refreshment/Enjoyment/BD
Design agency	Marketing		Full address and contact person
Accolade project nr*	Marketing		
Brand*	Marketing	Ahlgrens bilar	Concerned brand.
Product*	Marketing	Original	Concerned product.
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
E-sign	Packaging	No	e- sign: the printing size (high) at least: 3mm
Extension*	Marketing	Yes	
Promotion	Marketing		If applicable.
Package type	Packaging	Pillow bag	Pillow bag / stand pouch / etc.
Design manual	Marketing		Which colours to use?
Type of proof needed	Marketing	PDF-file of ready-to-print-document	Decide with R&D and purchasing.
Date file delivery at printer	Marketing		
Packaging material	Packaging	OPP20+OPP25	Description of material.
Printer name	Packaging	Filca	
Technical drawing number	Packaging	KFP_Bilar_Bag_150x200 mm_v3.pdf	
Print technique	Packaging	rotogravure	
Packaging site: name and location	Packaging	Ljungsbro	LEAF-packaging site or co-packer.
Languages*	Marketing	Nordic	NL / DK / SE / etc.
Target markets*	Marketing	SE	D / CH / SL / etc.
Leaf resource code	Marketing	7006537	The packaging material code.
Barcode	Marketing	7310780005212	The 13 or 8-digit EAN (EU). The 12-digit UPC code (Canada/USA)
Font sizes			
ALL mandatory information (product description, ingredient text, warnings, storage info, best before, nutrition table, addresses) shall be printed in a x-height equal or.. bigger than 1.2 mm, font size ca. 2.9 mm bigger than 0.9 mm, font size ca. 2.2 mm, when the largest surface of a packaging is less than 80 cm ²			
Briefing about the work to be executed			Marketing

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Update text according to PMA brief.	
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TABLE II: Text to be applied into the design

Article no & Product name	Legislation
Recipe no	
1000007 Ahlgrens Bilar 42*125g 3701353 (Ljungsbros)	
Ingredients	Legislation
<p>SE SKUMGODIS Ingredienser: glukossirap, socker, stärkelse, gelatin, invertsockersirap, syra (E270), vegetabiliska oljor (palme*, kokos), aromer, ytbehandlingsmedel (karnaubavax), färgämnen (E141, E120).</p> <p>DK/NO SKUMSLIK/GODTERI Ingredienser: glukosesirup, sukker, stivelse, gelatine, invertsukkersirup, syre (E270), vegetabiliske olier (palme*, kokos), aromaer, overfladebehandlingsmiddel (karnaubavoks), farve-/fargestoffer (E141, E120).</p> <p>FI VAAHTOMAKEISIA Ainekset: glukososiirappia, sokeria, tärkkelystä, liivatetta, inverttisokerisiirappia, happoa (E270), kasviöljyjä (palmu*, kookos), aromeja, pintakäsittelyainetta (karnaubavahaa), värejä (E141, E120).</p>	
Allergen declaration	Legislation
<i>See ingredient list</i>	
Legal warnings	Legislation
<i>See ingredient list</i>	

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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>1473 kJ / 349 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>83 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>0,01 g</td> </tr> </tbody> </table>	Näringsinnehåll/Ravintosisältö	Per 100g	Energi/Energia	1473 kJ / 349 kcal	Fett/Rasva	0,2 g	varav/heraf mättat fett/josta tyydyttynyttä	0,2 g	Kolhydrat/Hiilihydraatit	83 g	varav/heraf sockerarter/josta sokereita	57 g	Protein/Proteiini	4,4 g	Salt/Suola	0,01 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																
Sorteras som plastförpackning/ Plastemballasjen skal gjenvinnes/ Lajitellaan muovipakkauksena																	
(Recyclingtext optional – remove when lack of space)																	
Shelf life text	Legislation																
Bäst före/ Bedst før/ Best før/ Parasta ennen																	
Logo's	Marketing																
*Cloetta supports the production of sustainable (RSPO) certified palm oil.																	
Producer information	Marketing																
CLOETTA www.cloetta.se (.dk / .no / .fi) 205 42 Malmö, SE, ☎ 020 65 10 25 Vallensbækvej 18 D, 2605 Brøndby, DK, ☎ 58 56 55 55 Postboks 263, 1323 Høvik, NO, ☎ 67 81 81 00 PL 406, 20101 Turku, FI																	