

## **Rover Spektra**

### Packaging brief and write-up

Product need to be launched in 2 packagings 5pcs pouch and 10pcs pouch. We need the same themed artwork for both the packaging concepts.

#### 5pcs Pouch dimensions

Length 20cm(including 4cm header) Width 7cm

#### 10pcs Pouch dimensions

Length 19cm(including 4cm header) Width 12cm

### Front Side

- Need only brand Rover in the header- big and prominent. This is the most important part on the package. We want to focus on the branding. We are open to changing the brand colour in order to match the packaging.
- Product name Spektra Ball Pen below the header- anywhere depending on the design
- Punch lines/ Tag lines/ Creative ideas welcome
- Design and ideas for below the header need to be submitted but product visibility should be kept in mind
- Price indication required on the front Rs 5 per pc- Please see the images attached for reference

### Back Side

- Necessary write-up
  - Contents 5pcs Rover Spektra Ballpen
  - MRP Rs 5 Per Pc - Rs 25 for 5pcs
  - Liability restricted to replacement of pen only
  - Pkd Date
  - Manufactured by Rover Writing Instruments ( An ISO 9001-2008 Company) 2811/2812 3rd Phase Umbergaon, Gujrat, India
  - For feedback and queries number: 9999999999
  - [www.rover-pens.com](http://www.rover-pens.com)
  - Barcode
- For all above necessary write- up please refer to attached images. Needs to be similar