

Coconut Oil Packaging Label Design Specification Sheet

Name: "SUPERONE Organic Coconut Virgin Oil (VCO)"



<http://www.ava.gov.sg/images/default-source/food/label-nutrition.png?sfvrsn=0>

Low Fat

Breakfast Cereals

Mango, Walnut and Royal Jelly

Low fat breakfast cereals contains mango pieces, walnuts and royal jelly

Nutrition Information		
Serving per package: (insert number of servings)		
Serving size: g (or mL or other units as appropriate)		
	Qty per Serving	Qty per 100g (or ml)
Energy	kJ (Cal)	kJ (Cal)
Protein	g	g
Total fat	g	g
Saturated fat	g	g
Carbohydrate	g	g
Sugar	g	g
Sodium	mg (mmol)	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, ug (or other units as appropriate)	g, mg, ug (or other units as appropriate)

INGREDIENTS:
Whole grain wheat, corn, rolled oats, palm oil, aspartame, mango pieces (mango, mango juice, humectant (glycerol), tartrazine, natural mango flavour), royal jelly, walnuts, minerals (Calcium carbonate, iron sulphate), vitamins (Vitamin C, Vitamin B6, Folic acid, Vitamin B12) and spices.

PHENYLKETONURICS:
CONTAINS PHENYLALANINE

WARNING - THE PRODUCT MAY NOT BE SUITABLE FOR ASTHMA AND ALLERGY SUFFERERS.

USE BY: 01/12/2010

Low Fat

Manufactured By:
Brand Food Pte Ltd
18 Food Safety Road
Singapore 123456
Product of Singapore

NET WEIGHT: 500g

Nutrition Labelling

Nutrition labelling enables consumers to make more informed choices with regard to the nutritional characteristics of the food. It is compulsory for pre packed food products, which carry nutrition claims, to include on their labels an acceptable nutrition information panel, with the amounts of the nutrients for which the claims have been made declared.

Quantities of nutrients declared in nutrition information panels of food labels should be in absolute values, and not expressed over a range of values.

Inclusion of a nutrition information panel in food labels is mandatory only if nutrition claims are made. Food manufacturers and importers are however encouraged to follow the Health Promotion Board's (HPB) guidelines on nutrition labelling, if they would like to inform consumers of the nutrient contents of their food products.

Ingredients Listing

A statement of ingredients for prepacked food products containing two or more ingredients is required. It is mandatory to declare the exact identities of ingredients and additives used in the product, in descending order of the proportions by weight in which they are present, which includes the breakdown composition of the compound ingredients (like seasonings) used. It is not necessary to state that the food contains water. The ingredients listing shall start with a heading that includes the words "Ingredients".

Packaging Types and Net Measurements:

- 1) Glass Hexagonal and Rounded Jars with Lug Closures (Twist Off)
- 2) Glass Square Bottle with Screw caps (ROPP)

Packaging Descriptions

The standard Glass Jars & Square Bottles are to maintain the freshness of the VCO

Material of the Jars and Bottles would be Glass

Dimensions: these are the standard size and as we haven't decided on the final size we require the design to be scalable.

300 ml Hexagonal Jar



Code: 12043

Weight: 230 (gr)

Height: 105.8 (mm)

Brimful: 310 (ml)

Diameter: 77.8 (mm)

Finish Spec: 63-2030

195 ml Hexagonal Jar



Code: 12011

Weight: 180 (gr)

Height: 89 (mm)

Brimful: 195 (ml)

Diameter: 62 (mm)

Finish Spec: 58 - 2020 Finish

369 ml Food Jar



Code: 11012

Weight: 220 (gr)

Height: 122.23 (mm)

Brimful: 369 (ml)

Diameter: 73 (mm)

Finish Spec: 63 mm - FD 138 Twist Off

330 ml Food Jar



Code: 11003

Weight: 200 (gr)

Height: 117.5 (mm)

Brimful: 330 (ml)

Diameter: 70.4 (mm)

Finish Spec: 63 mm - FD 138 Twist Off

250 ml Food Jar



Code: 11001

Weight: 146 (gr)

Height: 93 (mm)

Brimful: 250 (ml)

Diameter: 52.5 (mm)

Finish Spec: 63 mm - FD 138 Twist Off

LUG OR TWIST CAP

The lug or twist cap (Figure 3) has gained steadily in popularity to become the predominant vacuum-cap type. It is referred to as a convenience or utility closure, because it can be removed without a tool and forms a good reseal for storage.

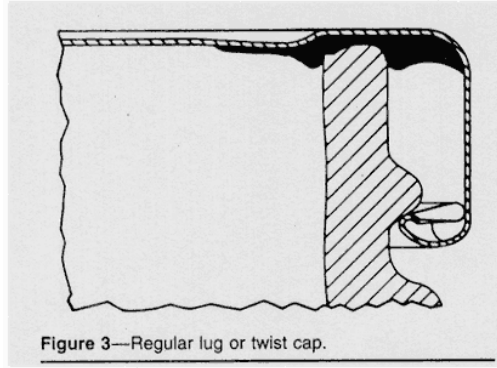


Figure 3—Regular lug or twist cap.

PT (Press-on Twist-off) Cap

The Press-on Twist-off or PT cap is in widespread use for baby foods as well as other products (Figure 4). It combines the simple application requirements of a press-on closure with the convenience of a lug cap:

Samples Square Glass Bottles & Sizes



Item Number: **T-01534-1** , Size: **250 ml**

Item Number: **T-01535-8** , Size: **500 ml**

Item Number: **T-01536-5** , Size: **750 ml**

Item Number: **T-01537-2** , Size: **1 ltr**

Packaging Labels:

Material: Paper or Plastic, PET Films (Transparent)

Texture: Matte/Glossy Finished

Dimension: as above we haven't decided on the final size as such we require the design to be scalable.

Main colour: opened to ideas – but “GREEN” is preferable as it is thought to convey premium, organic and natural products

e.g. dark GREEN at the bottom and gradually transition to a lighter colour or similar dark colour.



Font colour: Designer can freely decide what is appropriate. Silver was initially thought to convey premium.

Logo dependent on the texture & design.

Maximum number of colour can be used to print the design is 8 colours.

Design areas

- **Logo and name:**-Suggest appropriate Logo and “SuperOne Organic Coconut Virgin Oil”, as the name
- **Product description :** “Health Giving Oil”
- **Net weight** Exact wording (“Net Weight:”)
- **Contact details** (Put dummy contact details)
- **Barcode** (Put dummy barcodes)
- **Product blurb** See ‘product blurb’ below

- 'Product of Indonesia' text Exact wording "Product of Indonesia"
- Indonesian flag (mini size) next to the text
- 'Product of Indonesia'
- **Product of Indonesia** (illustration only, please work with the suitable sizing of the flag relative to the text)
- Website information Exact wording "www.superone.com"

Types of information we seek to have on the outer packaging:

PRODUCT:	Organic Virgin Coconut Oil
INGREDIENTS:	Organic 100% Natural Coconut
DESCRIPTION:	<p>Coconut oil is rich medium chain fatty acid and most of the fatty acid in coconut oil is saturated fatty acids. (Lauric (C12) & Capric (C10) acid)</p> <p>TASTE: Mild, fresh characteristic of coconut – No off odour</p> <p>COLOUR: Colorless, transparent liquid</p>
PROCESSING	Virgin Coconut oil is obtained by mechanical process without subjecting it into any chemical changes or by applying heat, which have been purified by physical process such as filtration
FLAVOUR	Natural aroma of coconut oil free from off-flavour including rancidity
TEXTURE	Typical physical characteristics of coconut oil be free from adulterants, water, visible sediments, added colouring and savoring substances, extraneous matter & chemicals
COLOUR	Crystal clear
ODOUR	Specific to Coconut Aroma
INTENDED USE:	Substitution for regular cooking oil, skin care, hair care, and a health product

NUTRITIONAL INFORMATION: Per 100 ml sample	BASIC COMPONENTS	Amount	Unit of Measurement
	Protein	0	g
	Dietary Fiber	0	g
	Sugar 0 g	0	g
	Cholesterol	0	Mg
	Total Fat	98.85	g
	Moisture	0.1	g
	Carbohydrates	0.92	g
	Ash	0.11	g
	Calories from Fat 890 Cal	890	Cal
	Total Fat	98.85	g
	Total Calories	893	Cal
	Sodium	2.03	g
	Saturated Fat	88.96	g
	Potassium	0.94	g

ANALYSIS:	Iodine Value	5.0-10.0
	Peroxide Value	3.0 meq/kg oil
	Free Fatty Acid (As Lauric) %	0.10% Max
	Melting Point	26 Degrees C
	Unsatifiable Matter in Oil	Not more than 18g/k
	Moisture & Impurities %	0.10 Max
	Saponification Value	248-265
	Fatty Acid Composition %	
	Caproic	0-0.7
	Caprylic	5.9-8.0
	Capric	5.9-8.0
	Lauric	45.1-56.4
	Myristic	16.8-21.0
	Palmitic	7.5-10.2
	Palmitoleic	Not Detected
	Stearic	2.0-4.0
	Oleic	5.0-10.2
	Linoleic	1-2.5
	Linolenic	0-0.2

SuperOne Organic Coconut Virgin Oil – Packaging Design Specification Sheet

Product blurb (at the back):

See below

Coconut Oil a “Sustainable Agriculture” helps decrease pollution, an important steps towards the protection of the environment and cares for all those who work in sustainable plantations

What Makes Our Virgin Coconut Oil Special

- **Our Extra Virgin Coconut Oil has no cholesterol and consists mainly of medium-chain fatty acids like lauric acid, found in mother’s milk.**
- **Lauric acid is a medium chain fatty acid which is abundant in coconut oil, and considered responsible for many of its health benefits.**

Technology in the processing Know-how

Our “wet-milling” process extracts the coconut oil from a wet emulsion, or “coconut milk”

- **Made directly from fresh coconuts with not further refined.**
- **Locking in all the natural flavour and goodness** of a top quality Virgin Coconut Oil.
- **100% pure and natural**
- **Free of chemical pesticides and fertilizers.**