

designing your own product labels

a comprehensive guide to
creating your own custom labels
for your Suppleform products

A GUIDE TO DESIGNING YOUR OWN LABELS

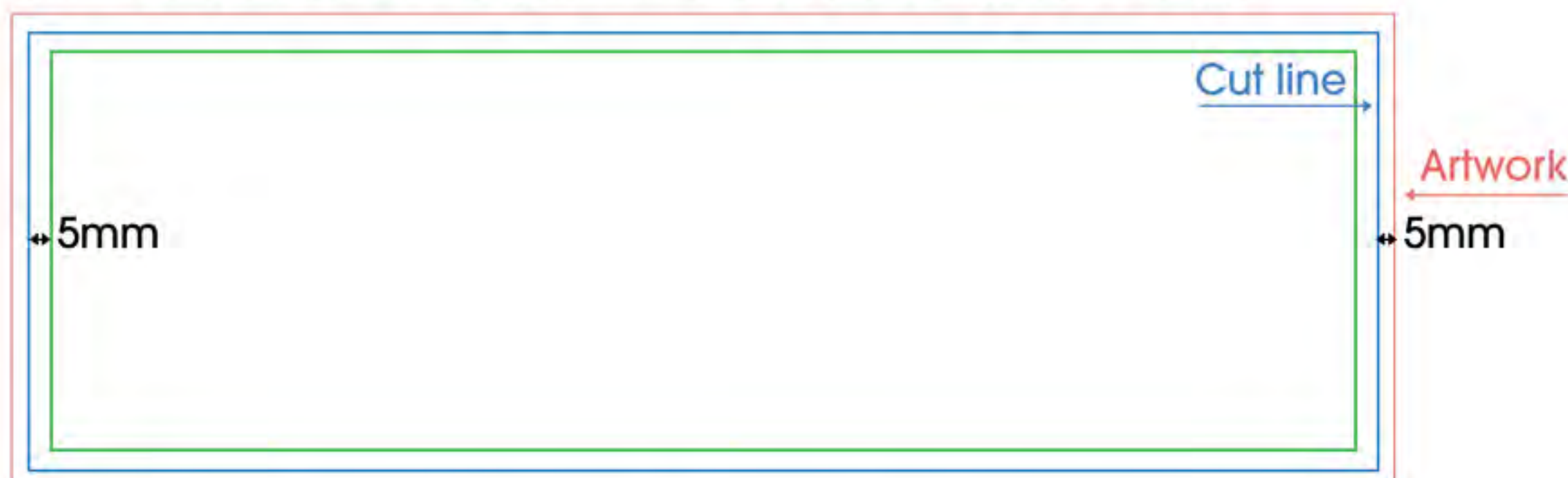
Thank you for ordering with Suppleform! In order to get your custom labels ready to print, there are a few things you must consider before sending your labels to the design team.

Here is a quick guide to help you set up your own label designs. A few simple steps and you're on your way to launching a successful sports nutrition brand of your very own!

N.B. THE ARTWORK YOU SUPPLY MUST MEET THESE REQUIREMENTS FOR US TO PRINT THEM FOR YOU

1 Setting up your print files:

Use the dimensions guide shown below. DO NOT exceed the maximum. There will need to be 5mm clearance on the inside and 5mm bleed. All text should be within the green line to avoid being cut through.



2 Stick to the correct label dimensions:



Container Type	Dimensions (W x H) (CM) (Max)
1: 60 - 120 Tabs/Caps*	14 x 7 (16 x 7)
2: 240 - 360 Tabs	16 x 6
2: ESF 250g	16 x 6
3: 250g	16 x 7
3: Chewable Amino Tabs	16 x 7
4: 500g	20 x 10 (22 x 10)
5: 907g	28 x 14 (30 x 14)
6: 2.25kg	30 x 14 (32 x 14)
7: 4kg/5kg Bucket	30 x 15 (32 x 15)
8: Shaker	7 x 5
9: Pouches	
907g pouch	16 x 22
3kg pouch	20 x 25
10: Sachet	11 x 12

* Tablets:

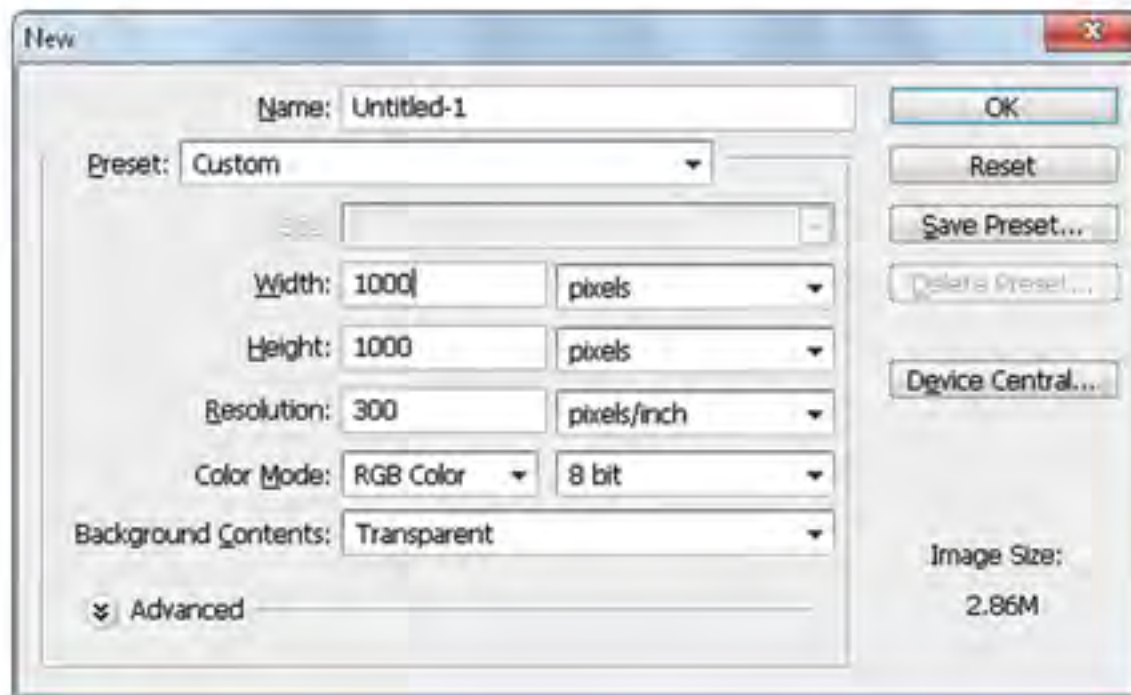
5-HTP
Acai Berry
Bulbine
Caffeine
Chewable Aminos
Creatine Ethyl Ester
Creatine Monohydrate
Glucosamine
Green Tea
L-Glutamine
Multivitamins
Nitric Oxide
Vitamin C
Vitamin E
ZMA

Capsules:

C.L.A
Fat Burners
Hoodia
Milk Thistle
Tribulus 95%
Omega 3-6-9

3 Make sure your artwork is big enough:

Produce your design resolution at 300 dpi (dpi stands for dots per inch). Generally for print, 300 dpi produces the best quality.



TOP TIP

Make sure that no text on your label is smaller than 4 point. It may look ok on screen but it is too small to read in print

4 Work in CMYK format:



Our printers work with CMYK (Cyan, Magenta, Yellow and Black) colour profiles. Before sending your files over please convert any RGB (Red, Green, Blue) artwork files to CMYK format.

Without converting to CMYK, certain bright colours will either change appearance or not print as vibrantly as they appear on screen.

5 Include legally required smallprint:

There is some small print that **MUST** be on every label.

Please make sure that you include:

- 'Food Supplement' declaration
- Legal Disclaimer
- Allergen Warning
- Best Before End
- Nutritional Information per 100g
- Net Weight/Quantity
- Full business address or PO box with area and postcode info listed
- The word 'flavour' by the flavour - i.e. 'Strawberry flavour' and not just 'Strawberry'



You can edit/rewrite the product description text but it should not be inaccurate or misleading



We are happy to send you the Photoshop artwork templates and the print templates so you have everything you need. Just email your account manager with a list of the products you require templates for.

6

Label legislation is changing

A transition period during 2015 has ended, in 2016 all labels are required to comply with new government legislation. We have updated our base labels so you should comply with the basic requirements if you use them as a guide. Older labels will need to be updated as follows:

- Powdered products need to state “**Powdered Food Supplement**” or “**Powdered Food Supplement with Sweetener**” where applicable.
- Allergens need to be listed in bold within the list of ingredients (see below). And the new allergen warning (for this specific product) would read: “**For allergens see ingredients in bold. May also contain nuts, gluten, egg, soya and peanuts.**”

INGREDIENTS:

Whey Protein Blend (**Milk**) (XX%) (Whey Protein Concentrate, Whey Protein Isolate), Creatine Monohydrate, L-Glutamine, HMB (*beta-Hydroxy beta-Methylbutyric Acid*), Flavouring, Colourings, Thickener: Xanthan Gum, Sweetener: Sucralose.

	Typical Analysis*	
	Per Serving	Per 100g
Energy	963kj	1604kj
	230kcal	383kcal
Fat	4.7g	7.8g
of which saturates	1.4g	2.3g
Carbohydrates	13g	21g
of which sugars	12g	20g
Protein	30g	50g
Salt	0.06g	0.1g
Vitamins & Minerals	g	g
Other Nutrients:		
Creatine Monohydrate	5g	8.3g
Glutamine	5g	8.3g
HMB	1500mg	2500mg

The **product nutritional table must follow a strict order** (see left) and must include information for all fields up to the 'salt' content; after this it is optional.

- All **abbreviations will need to be given their full name** at least once somewhere on the label. For example: HMB (*beta-Hydroxy beta-Methylbutyric Acid*).



Please note: these changes will largely only effect the powdered products you purchase from Suppleform. Tablets and capsules will remain the same with the exception of the new allergen warning.



If you have any questions about the new legislation and how it will effect your products then please don't hesitate to contact design@suppleform.co.uk.

7 Watch out for copyright

It is your responsibility to make sure that you have the appropriate licenses for any images you use on your label (especially stock images) and that your product or brand name isn't already trademarked.

Check names on the Intellectual Property Office website: www.ipo.gov.uk



8 Set the files up for print:

Our printers can only print certain file formats. We strongly recommend that you use our print templates and save your files in **eps** format.



TOP TIP

Convert the text on your file to outlines or embed the font you have used. Otherwise we may not be able to print it

9 Name your files correctly:

Before sending over your labels, please make sure you have named them correctly. Not naming them appropriately can cause confusion and delays. Use the **Suppleform** product name, not your own product name (see example below). You must also include **flavour** and **size** in your file name.

✓ 80%_Whey_Protein_2_25kg_Chocolate.eps

X Pure Prime Protein-Cocoa-Dream.eps

10 Send your labels to us:

On completion of your labels, please send the eps files to designteam@suppleform.co.uk and we will send them to the printers.

Please check your files over very carefully before sending them over. They will be printed just as they were sent in, errors and all. Reprints cost.



If you have a lot of large files to send to us then it is best to use a file transfer site like www.wetransfer.co.uk (it's free!)

ADDITIONAL USEFUL INFORMATION

Designing for sachets



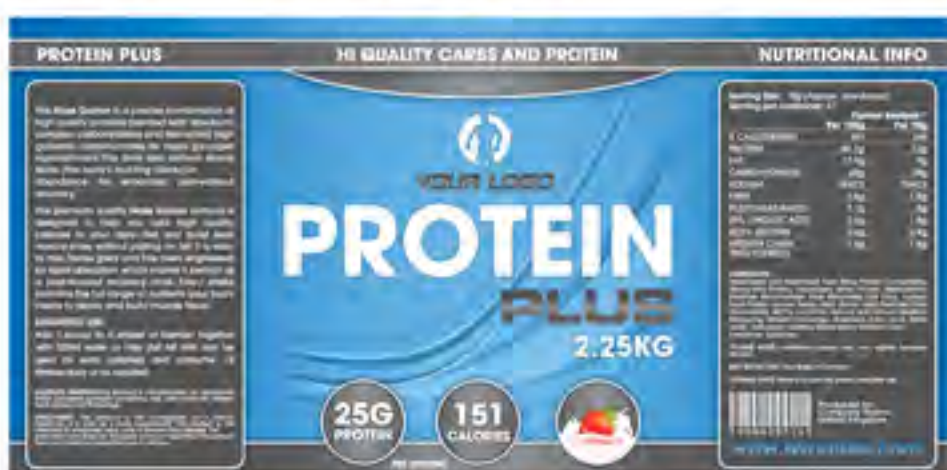
There are a few things you need to consider when designing your own labels for Suppleform sachets:

- a** You choose whether we print your labels on clear or white vinyl. Our default sachet labels are clear vinyl in which the silver of the pouch shows through and gives a metallic effect. What is white in your design will become silver on the finished product. Let us know if you want white vinyl labels.
- b** If you intend to use the sachets as a free giveaway then the only small print you need to include is the allergy warning. If you are selling the sachets individually you must meet the usual requirements for what's on the label (see page 2).
- c** One label is included in the cost of your sachets. For an additional charge of 10p (+VAT) per unit we can print and apply an additional label to the other side of each sachet.

BEFORE BRIGHTENING FOR PRINT



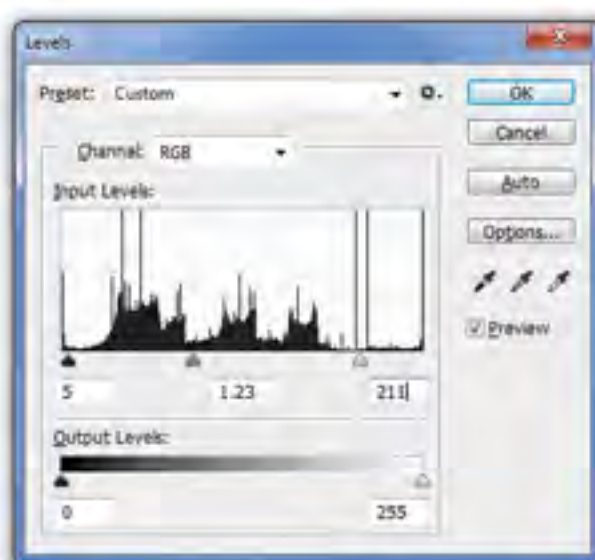
AFTER BRIGHTENING FOR PRINT



Ensuring best quality prints

We use special adhesive vinyl and inks to print your labels. One consequence of this is that labels tend to print darker than they appear on screen.

To make sure that your labels will look the same in print as they do on screen you can brighten the label artwork before sending it over to us.



SUGGESTED SETTINGS

In Photoshop you can use our recommended Levels setting (see left) by typing in the values from left to right as 5, 1.23 and 211.

Be careful with very light colours as once a colour has been brightened to pure white it will not darken back in print

Final Basic Checklist:

- 1** Ensure your label states all legal declarations i.e 'food supplement', allergen warning & address. ☐
- 2** Ensure all nutritional information is correct to what has been provided by us. ☐
- 3** Ensure artwork is: the correct size; has no text 5mm from the edge & that the file is named correctly. ☐