

Label Requirements:

Trim size: 6.6875 x 3 (w x h), please keep all critical art at least 1/8 inch away from trim line.

Bleeds: Include 1/8 inch bleeds, and keep all critical art at least 1/8 inch away from trim line.

Color: Use CMYK color profile.

Acceptable file types: PDF, EPS, SVG. We prefer Adobe Illustrator and Adobe InDesign PDF files. We also accept Adobe Photoshop and EPS files. We cannot accept doc, docx, xls, pub, jpg, tiff, png, or bmp files.

Requirements: Provide all fonts with file or convert fonts to outlines. Any placed raster images should be at least 300 dpi CMYK files. We also accept 300 dpi CMYK Photoshop files, but vector art will yield a superior print.

Working with SVG: Our templates are scalable vector graphics (SVG) files. Your art should be created with software that produces vector art, preferably Adobe Illustrator or Adobe InDesign. Additional vector programs include: CorelDRAW Graphics Suite X7, Corel Paintshop Pro X7, Serif DrawPlus, and Microsoft Visio 2013. There are also free download apps that produce vector art: [Inkscape](#), [GIMP](#), [Kolourpaint](#).

Previewing SVG files: You can see what the template looks like by downloading the SVG template and opening it in any web browser (e.g. Explorer/Edge, Chrome, Safari, Firefox, etc). CAUTION: Your web browser WILL NOT display the template to scale. If you print the SVG from a browser, it will not be the right size. you must open the SVG file with software that produces vector art. Please see "Working with SVG files" (previous paragraph) for more information.

(Update 10/22) - The label will on a 8oz round amber bottle (see bottle picture at <https://www.containerandpackaging.com/item/B292>)

Download Template at following website:

<https://www.containerandpackaging.com/item/B292>

Front of Label

Overall Theme of Label

- Give impression that Mad Lemon Co has been around a long time and is a trusted brand
- Old fashioned Vintage look, with a modern twist.
- "Mad Lemon Co."
- A Lemon sits in middle of frontside of label and pops out yellow (this needs to be creative and really stand out on the label. It has to catch the eye of the customer!)
- "Formula #7" is listed
- "Odor Eliminator" is toward bottom of label
- 8 FL OZ(237 ML) (at bottom of label)
- Common Uses - Pet Odors, Pet Urine, Carpet, Wood Floors, Concrete, Basements, Litter Boxes, Trash Containers, Closets (don't need to put all of these on label but should be considered. The main function of the product is on removing pet odors.)

Back of Label

Mad Lemon is simply the most effective odor eliminator on the market today. It is a proprietary blend of, deodorizing agents and odor modifiers which break down the molecular structures of odor-causing substances. Mad Lemon removes odors caused by urine, vomit, feces, blood, mildew, decaying food, and other organic matter. Mad Lemon contains a new cutting edge technology that actually modifies the molecular structure and neutralizes odors.

CAUTION: KEEP OUT OF REACH OF CHILDREN. Wear eye protection/face protection. If skin irritation occurs: Get medical advice/attention. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. Get medical advice/attention. Do not swallow, if ingested immediately call a POISON CENTER/doctor/medical professional.

DIRECTIONS:

8 ounce bottle of concentrate makes up to 4 32-ounce bottles. We recommend using 2 ounces of Mad Lemon concentrate in a 32 oz spray bottle filled with water. You can increase ratio of concentrate to water for really bad odors as required. CARPET: Check for color fastness in hidden area. Soak up excess liquid with absorbent towel. Apply solution and let sit for 15-20 minutes. Blot with absorbent towel or sponge. Repeat if necessary. CONCRETE and KENNELS: Spray area as needed and let soak for 20-25 minutes. You may also use scrub brush and broom to work solution. Rinse with water hose. TRASH CANS: Spray bottom and inner sides of trash can while empty and let sit for 20-30 min. Repeat if necessary.

Rev 2 – 10/22/17

(Update 10/22) - The website address "www.madlemonco.com" should be on back of label.

(Update 10/22) - "Feedback or Questions? Please email customer@madlemonco.com" should be on back of label.