

Guidelines IML Orders



2020

ENGLISH



BERDAL

Guidelines for IML orders

The Berdal Group offers you the possibility to provide your buckets with an IML label. IML stands for In Mold Labeling; a unique technique to put a label on your bucket during production in order to use it as an important marketing tool to strengthen your brand or expression. From a relatively simple 1-color company logo to a full full color label, everything is possible!

The IML options that the Berdal Group offers you are unique, but also complex. That is why you will find the guidelines that you must meet in order to make your marketing expression a success.

Your sales team is at all times ready to support you to realize your wishes.

- ✓ IML is available for the **Gripline Durable** 12L & 20L buckets.
- ✓ IML 12L is available for a quarter label (215 x 194/230 mm), 2x a quarter label and for a full wrap label (215 x 764/903 mm). See enclosed hood shapes.
- ✓ IML 20L is available for a quarter label (254 x 229/274 mm), 2x a quarter label and for a full wrap label (330 x 898/1072 mm). See enclosed hood shapes.
- ✓ IML is available from 1-color up to full color, including 2 spot colors.
- ✓ Artwork for IML labels is the responsibility of you as a Berdal Group customer.
- ✓ Berdal Group offers the possibility to mediate in artwork, whereby the ultimate responsibility remains with you as a relation at all times. If artwork is coordinated by the Berdal Group - executed by our external marketing communication agency - then a rate of € 90.00 per hour applies. For the "curves" of a standard supplied file, a rate of € 75.00 per file applies.
- ✓ IML labels and buckets can - if desired for subdivision into purchase price bucket & marketing costs - be two separate article numbers, and may be invoiced separately.
- ✓ The order quantity of your customer-specific IML labels is a maximum consumption of 6 months.
- ✓ The order quantity of your IML buckets has a delivery tolerance of +/- 10%.
- ✓ Customer specific IML labels are only put into production after your written approval of the design.
- ✓ Customer specific IML labels are kept in stock by the Berdal Group for a maximum of 6 months - at no extra cost. After this, the Berdal Group will charge for inventory and storage costs.
- ✓ Unused customer specific IML labels are destroyed after 12 months due to the maximum shelf life of the quality of the labels.
- ✓ The average lead time for the production of the IML labels is 2 weeks after approval of the artwork. In addition, the production time of the buckets (which depends on numbers and planning). Your sales team will keep you informed per production of the current planning and possibilities.

Guidelines for IML artwork

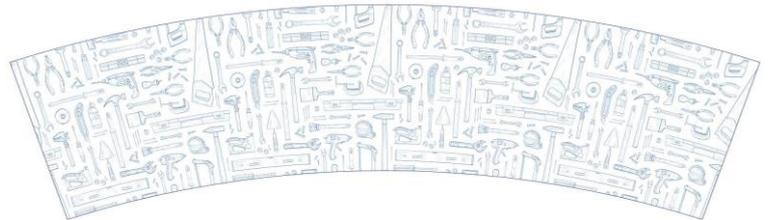
- ✓ IML files are e-mailed (maximum 10Mb) or sent by wetransfer.com
- ✓ IML files are supplied in Adobe PDF format.
- ✓ Artwork must be delivered in accordance with the label drawing & dimensions supplied by the Berdal Group in advance.
- ✓ In this label drawing you must take into account the keyline (red line of the shape of the artwork), the overprint (5 mm excess image with descending artwork) and a text-free zone (at least 3 mm from the keyline).
- ✓ The minimum size of text is 7 pt with a line width of at least 0.20 mm.
- ✓ Images must have at least an effective resolution of 300 dpi. Logos 2400 dpi. Images must be submitted in CMYK mode.
- ✓ A maximum of full color + 2 spot colors may be used in the artwork, including 2 times UV white for transparent material.
- ✓ Barcodes should have a scaling factor of at least 80% and at most 200%.
- ✓ PDF export should preferably be submitted in document format: "PDF / X-4: 2008".
- ✓ You will always receive a proof of the artwork in the correct curve. The artwork and label production can only be commissioned after written approval of this proof. The first proof is free, for any adjustments of additional proofs a fee of € 100.00 will be charged.

Examples Artwork do's & don'ts

Don't

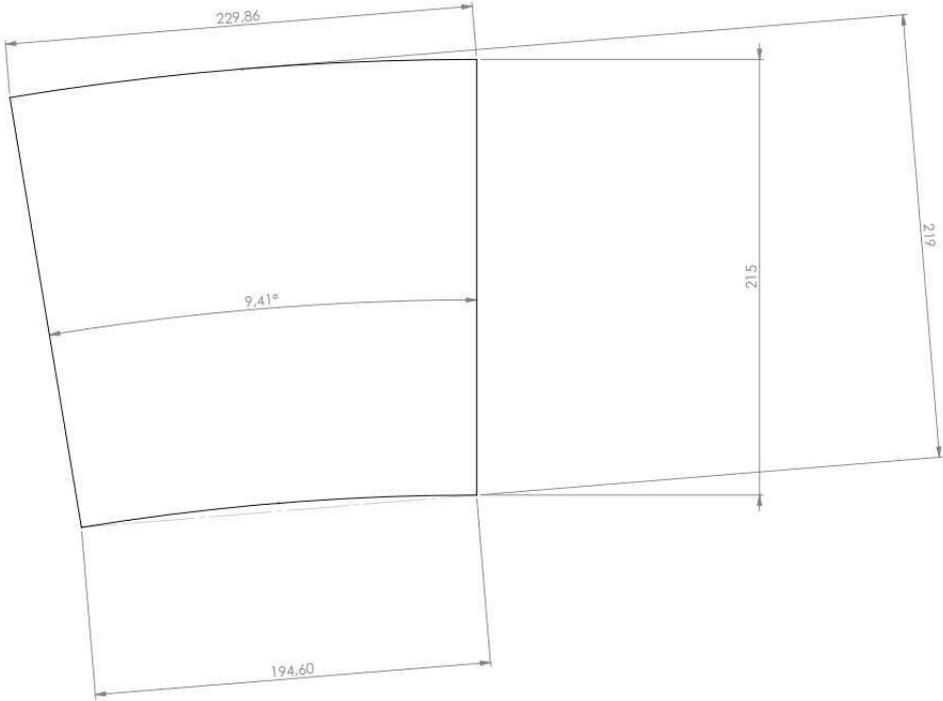


Do

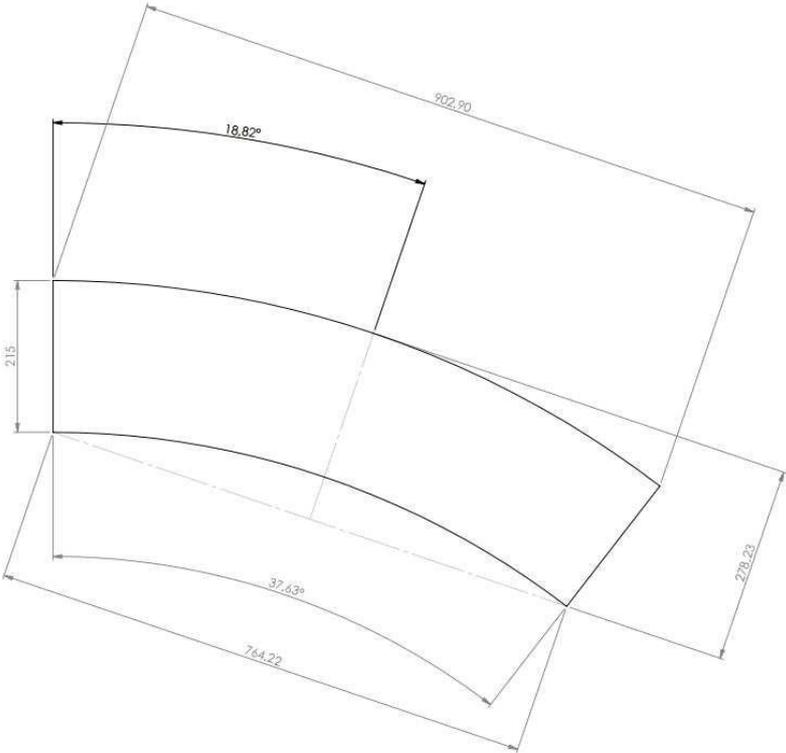


Dimensions hood shapes 12L

Quarter label

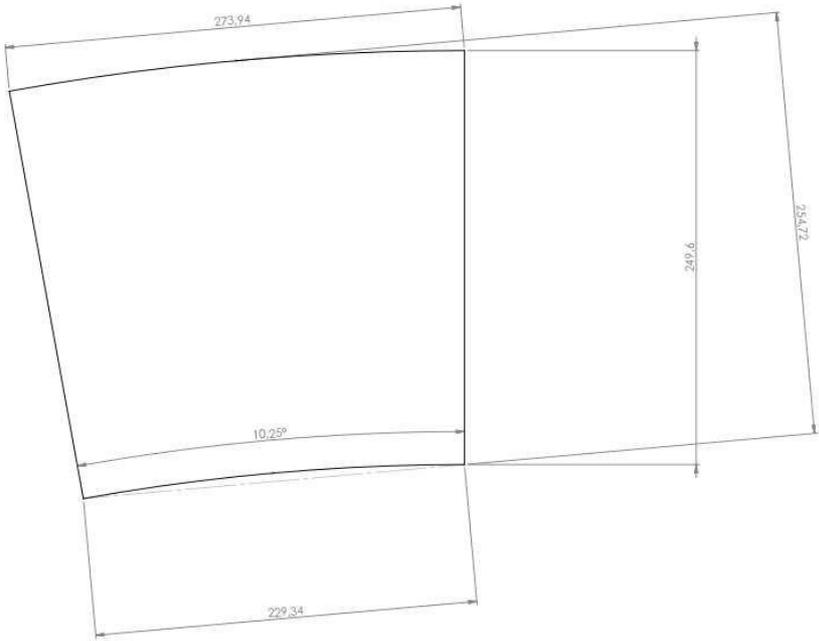


Full Wrap

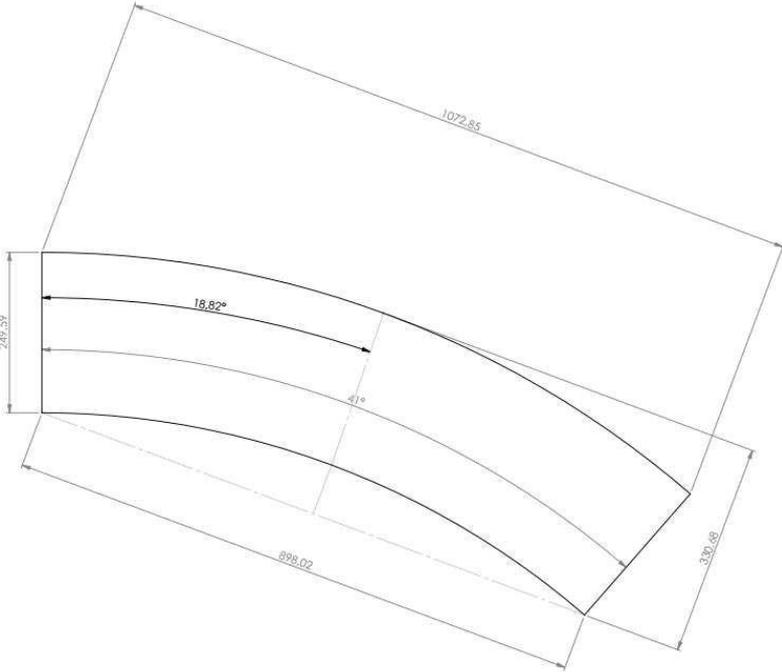


Dimensions hood shapes 20L

Quarter label



Full Wrap



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