



## Graphic Artwork Charge Policy

Rexam's Graphic Artwork & Printing Plate (GAPP) Department, using Customer supplied color-separated artwork, provides the pre-press graphics and printing plates necessary to produce the highest quality printed cans.

### Charge policy

All artwork costs, including artwork development, artwork revisions, and color proofing will be charged according to the Graphic Artwork Charge Schedule found below.

### Artwork Development Procedure

Customer shall provide Rexam's GAPP Dept with Color-Separated and Fitted Artwork.

*Color-Separation:* All artwork must be color-separated into custom Pantone Matching System (PMS) colors for 2 piece can printing. Please note that we cannot accept artwork developed in four (4) color process. Artwork can be submitted digitally in Adobe Illustrator 8 or 10 as well as Creative Suite 1, 2 or 3.

*Fitted Artwork:* Fitted Artwork is defined as the required spacing between PMS colors to prevent ink overlap in the can printing process.

Rexam GAPP will process customer's artwork according to the following steps:

- Place artwork in Rexam standard can template as per customer's requirements.(8oz, 12oz, Sleek®, 24oz, etc)
- Input UPC symbol (if required)
- Input Mandatory
- Produce 6 color Canon proofs (not for color matching)
- Produce 1 overlay proof (not for color matching)
- Produce film negatives for plate production
- Inspect final product
- Transmission of completed artwork proofs to customer for final approval

## Customer Approval

Completed artwork proofs will be submitted to the customer for approval (via mail or electronic transmission). Customer shall review label graphics, wording, ingredients, UPC, and all other label details to ensure accuracy. Customer shall provide Rexam with final written approval.

## Color Proofing

If the artwork received is for a new design, GAPP will determine if a color proofing is required. For all color proofs, GAPP will produce 2 sets of color tolerances off the GAPP decorator and send to the customer for review and approval. Extra printed samples can be provided at an additional cost.

All color proofing of revisions to existing labels, or re-Color Proof an existing label (previously Color Proofed), shall be paid by Customer according to the Graphic Artwork Charge Schedule. A new Color Proof will not be required for minor changes to existing graphics that have been previously color proofed. GAPP will determine what changes constitute a re-Color Proof.

## Graphic Artwork Charge Schedule

Artwork Development	\$ 125	per color
Artwork Revisions	\$ 125	per color affected by revision
Artwork Fitting	\$ 120	per hour
Color Proofing	\$ 280	per color
Canon Proof	\$ 10	each
Overlay	\$ 60	each
Duplicate Films	\$ 35	per color
Digital File	\$ 15	each
Shipping Proofs	varies at current FedEx rates	

## **Revisions to Customer Approved Artwork**

If the customer, or customer's graphics contractor, requests/initiates a change to previously approved artwork, or existing labels, all changes will be charged per the Graphic Artwork Charge Schedule listed above. Artwork revision costs are charged only on the colors affected by the revision. For example, if an ingredient change is made that only affects 2 colors of a 5 color design, the charge would be \$250.

If a new color proof is requested, or required, for the revised artwork, the full cost of the color proofing will apply. If only one color changes on a 5 color design, the cost for the color proofing is \$1,400.

## **Non-Fitted Artwork Files**

The Customer, or the Customer's graphics contractor, shall provide GAPP electronic files with graphics and text properly fitted for all PMS colors for each label artwork submitted.

All files received that are not Fitted Artwork will be corrected by GAPP and charged based on the Graphic Artwork Charge Schedule.