



16.9 FL OZ - 1-11 Cases - Cardinal

This label must include the following information:

- Product name can be listed as “Natural Spring Water” or “Spring Water” depending upon space provided. Product name must be shown horizontally within the Primary Display Panel (PDP) and be at least 1/2 the size of the width of the largest type or company logo. Product name can be no smaller than 7pt type and must be shown in bold.
- Volume can be listed as “16.9 FL OZ (500mL)” or “.5L (1PT, 0.9 FL OZ)”. Volume of item is required to be on the bottom .75” of the PDP and displayed horizontally. Volume can be no less than .125” in height. Volume must have a blank area (no type in this area) of at least the same height as listed volume shown and directly above listed volume.

• Contact Information:

If no distributor, label must specify manufacturer, source, and list contact information. This information can be listed anywhere on the label within the Live Area and can be no smaller than 7pt type: “Alexa Springs, Inc., Mount Ida, Arkansas 71957 • Source: Alexa Springs, Mount Ida, Arkansas • Questions? Comments? Call 800-521-8781”. Abbreviations are accepted.

If distributor, label does not need to specify manufacturer, but must list complete information for distributor as well as source information. This information can be listed anywhere on the label within the Live Area and can be no smaller than 7pt type: “Source: Alexa Springs, Mount Ida, Arkansas • Distributed by Company Name, City, State, ZIP, Phone Number”. Abbreviations are accepted.

Cash Redemption Value Required if sold in CA, ME, MA, NY, OR, IA, HI, MI, VT, CT, DE:

For California:

- “CA CRV” – must be at least 12 pt. type
- Additional verbiage required: “For inquiries or a report on water quality and information, visit www.alexasprings.com or call 1-866-291-3446.”

For others:

- CT, DE, HI, IA, MA, MI, NY, OR, VT - use “__ 5¢”
- ME 10¢

Production Specifications:

- Label size: 7.5” x 2.375”
- Bleed: 7.75” x 2.625”
- Live Area: 7” x 1.875”

Artwork and/or Logo requirements:

- Images must be at least 300dpi at full size. 2400 dpi preferred.
- Vector art is preferred for 1, 2, and 3, color spot labels.
- All file types are accepted. **Images will be reviewed upon receipt and quality will be verified.**

Please verify specific Pantone (PMS) colors used on artwork and logos, if required.