



Packaging Specification Guidelines

Typically there are 3 levels of packing, single, inner and outer which will all have their own unique barcode.

Single Product

The labelling of the single product could be:

- Product ID with barcode on the product itself
- Swing tag
- White box
- Backing card

The Neville's barcode should always start – 5020403 or 05020403 then a unique number following.

The barcode type is EAN-13.

For products with a diameter lower than 6cm, the label size should be L2.5cm x W2.5cm and have the product code details and barcode only.

For products over 6cm, the size of the label should be W4cm x L6cm and have the appropriate Genware logo, product code, description, barcode and the following strap line ' GenWare is a Neville UK plc brand name.

Examples of single labels:



Single Label – Diameter under 6cm



Single Label – Diameter over 6cm



Single Label – White Box (NB label must also be applied to the product)



Swing tag – Front

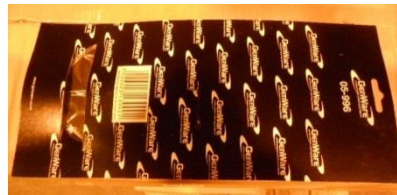


Swing tag – Back

(Tag size W5cm x L3cm)



Backing Card – Front



Backing Card - Back

Inner Carton

The outer carton needs to have the following details:

- Genware Logo
- Product Code
- Description
- Qty
- Barcode (as a separate label if a printed box, the Barcode type is ITF-14)

This should be on 2 sides, one on the long side and one on the short side.

There are two methods for this, they are a printed box or a label, the details for this are:

- Printed boxes need to have, the print centralised and a third of the size of the short side, replicated centrally on the long side.
- OR

- Labels need to be positioned in the top left-hand corner, on the long and short side, and one sixth of the size of the short side.

Outer Carton

The outer carton needs to have the following details:

- Genware Logo
- Product Code
- Description
- Qty
- Barcode (as a separate label if a printed box, the Barcode type is ITF-14)

This should be on 2 sides, one on the long side and one on the short side.

There are two methods for this, they are a printed box or a label, the details for this are:

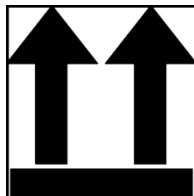
- Printed boxes need to have, the print centralised and a third of the size of the short side, replicated centrally on the long side.
- OR
- Labels need to be positioned in the top left-hand corner, on the long and short side, and one sixth of the size of the short side.

There should also be the appropriate packaging symbols, top right-hand corner on the same sides.

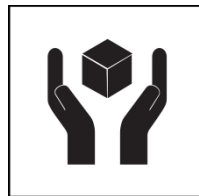
Compulsory ones are:



Fragile



This Way Up



Handle With Care



Keep Dry

Optional:



Stacking Quantity



Food Safe

On the other short side, the following should be applied centrally:

- PO No
- GW
- NW

- Measurements
- NUK Erith

If the outer cartons are over 20kg, please ensure a Heavy Label is also placed onto the carton e.g.



Examples of outer cartons:



Outer Carton Printed example



Outer Carton Label example



Carton Mark example

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