



# EMINENCE

**BRAND BOOK**

LAST UPDATED 05/06/24

## TABLE OF CONTENTS

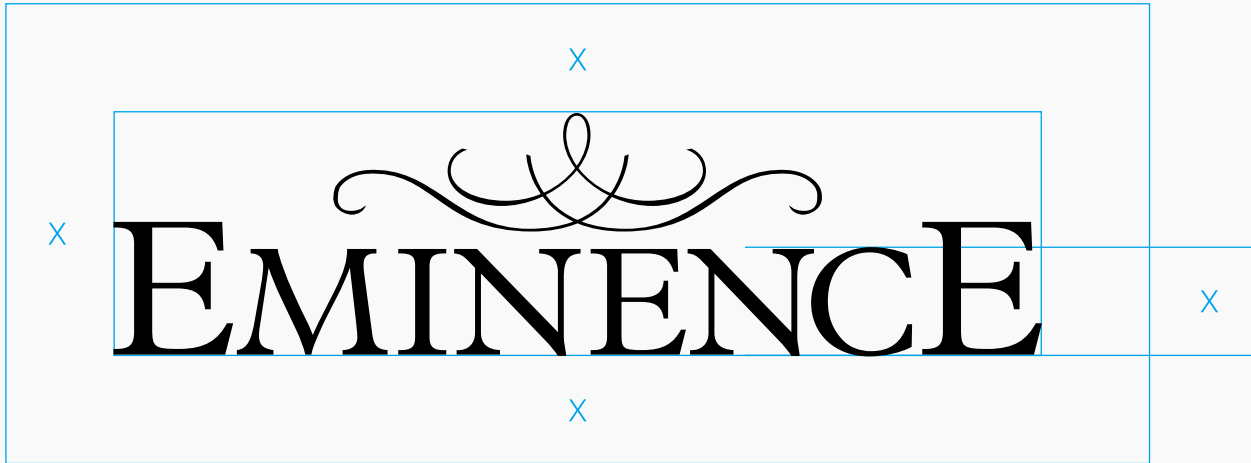
- 3 Introduction
- 4 Eminence Logo
- 7 Colours
- 8 Typography
- 9 Iconography
- 10 Mandatory Information
- 12 ARL Information
- 17 Social Responsibility
- 19 Packaging

## INTRODUCTION

Eminence was founded in Australia by visionary entrepreneur Claudio Alcorso in 1967. As a boy working in the family textile printing business in Italy, Claudio acquired knowledge and a love of textiles. When he migrated to Australia, he brought with him an inherent understanding of the importance of quality as well as his passion for art and beauty. Claudio believed that beauty in art belonged to everyone, everywhere – not just on gallery walls or in ornate gold frames. His vision was to “introduce creative thought and beauty into the everyday things of life” and his down-to-earth, egalitarian way of thinking that was a perfect fit with the Australian spirit.

That’s a vision that still holds true for Sheridan today and guides us in everything we do. We’re known and loved in Australia and around the world for our beautifully designed, quality products to make life just that little bit more indulgent around the home – be it bed linen for the bedroom, towels for the bathroom, table linens, loungewear or home accessories for all the other places in the home.

## CLEAR SPACE REQUIREMENTS



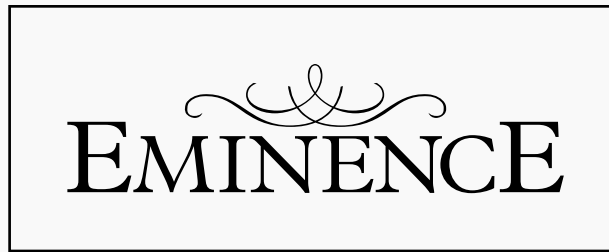
### Horizontal Signature

Clear space is equal to the X-height of the word "Eminence" in the logotype.



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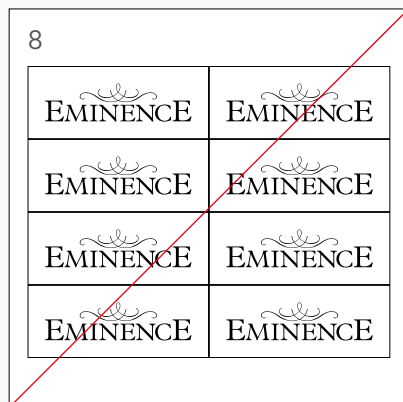
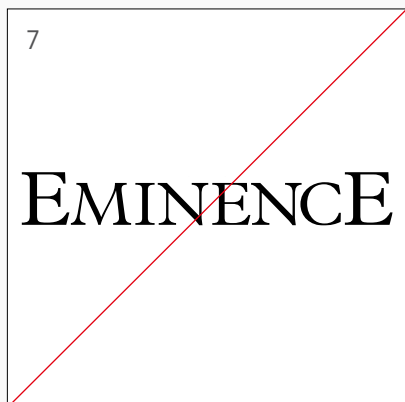
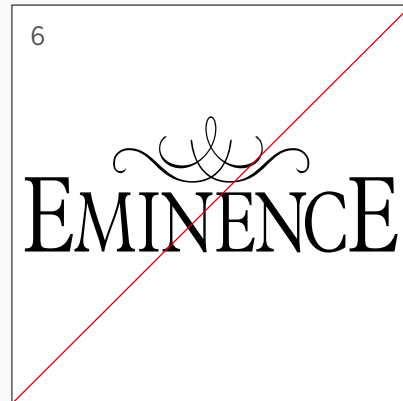
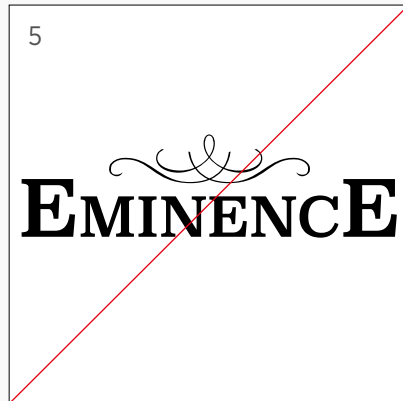
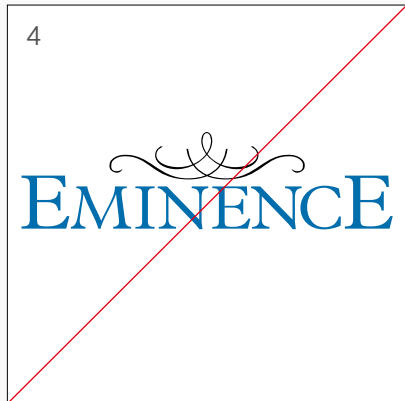
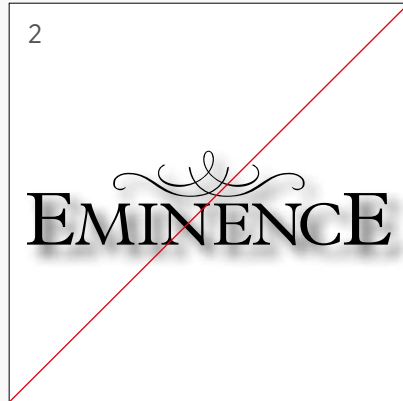
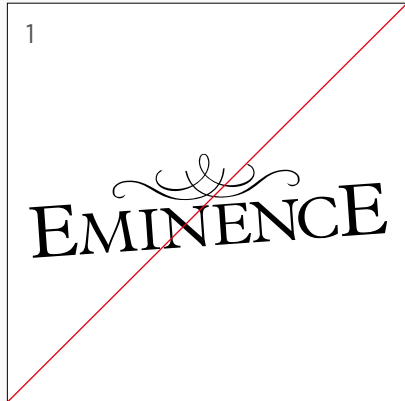
## LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the Eminence logo is over a white/light background or on Eminence black. Every attempt must be made to do this.

If the logo must be placed on a dark background or colour options are limited then the Eminence logo can be knocked out and used in one colour.

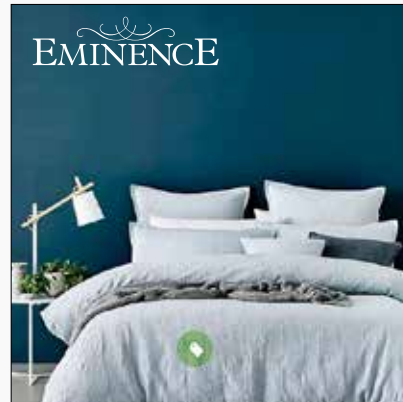
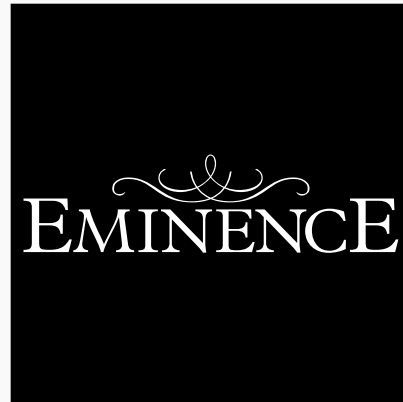
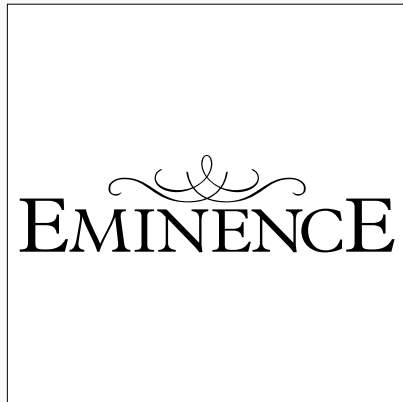
Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



## INCORRECT LOGO USAGE

### DON'T:

1. Change logo's orientation.
2. Add extraneous effects to the logo.  
This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Place the logo on busy photography.
4. Change the logo colours.
5. Attempt to recreate the logo.
6. Scale the logo unproportionately.
7. Make alterations, additions or substitutions to the words and or colours contained in the logo.
8. Use the logo as a repeated pattern, "wallpaper," or other decorative device.



## ICON USAGE

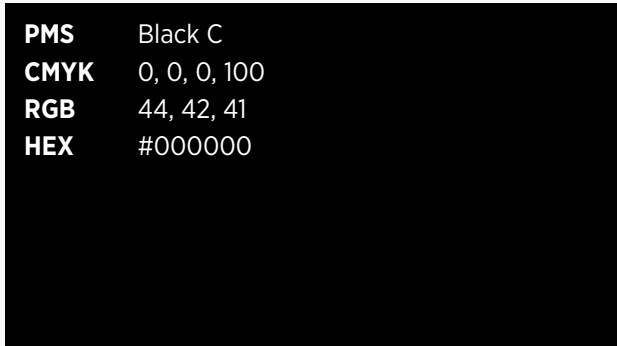
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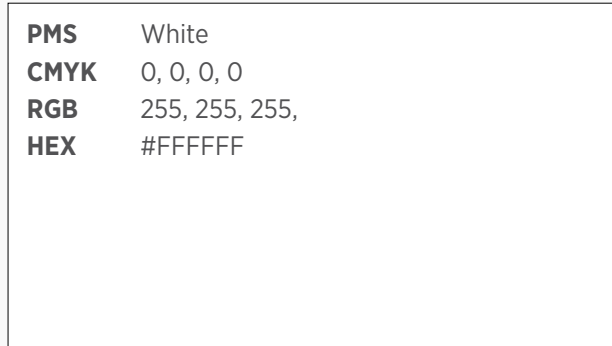
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1

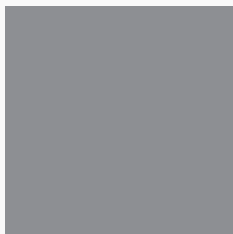


EMINENCE LOGO BLACK



EMINENCE LOGO WHITE

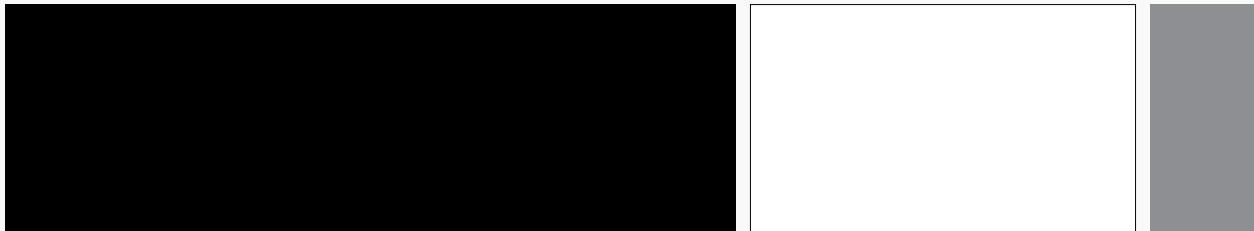
2



GREY

<b>PMS</b>	COOL GRAY 7C
<b>CMYK</b>	20, 14, 12, 40
<b>RGB</b>	151, 153, 155
<b>HEX</b>	#97999B

3



60%

30%

10%

# COLOURS

Our colours are what gives us our personality. We're bright, bold and colourful.

## 1. LOGO COLOURS

These are our logo colours. Use these sparingly so as not to outshine our logo.

## 2. SUPPORTING COLOUR PALETTE

These make up our core colour palette.

## 3. PERCENTAGES

Use the supporting colour palette in the outlined percentages in all marketing material.

GOTHAM NARROW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

GOTHAM NARROW BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*GOTHAM NARROW BOOK ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

GOTHAM NARROW BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

PLANTIN STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

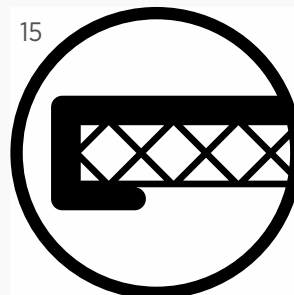
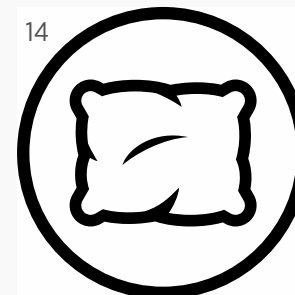
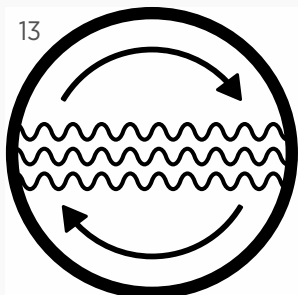
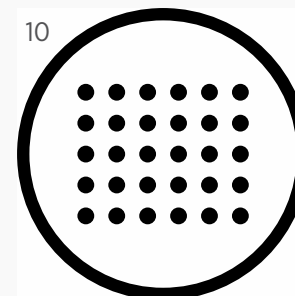
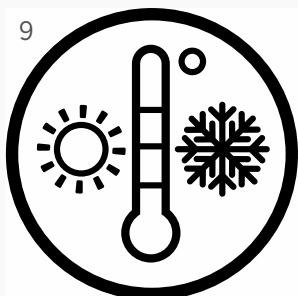
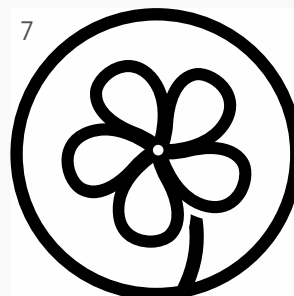
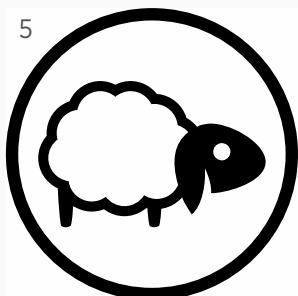
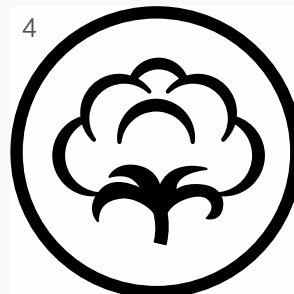
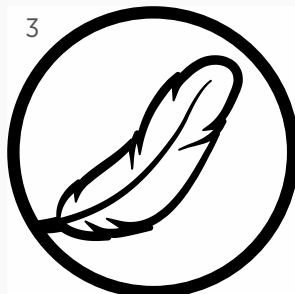
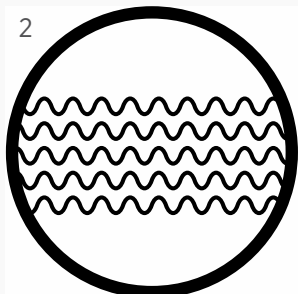
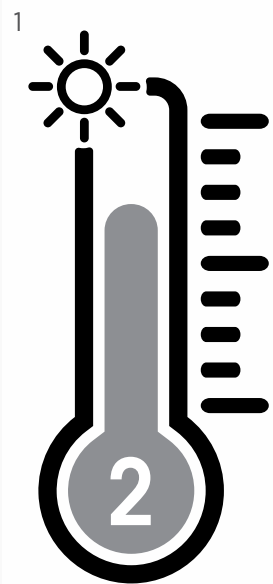
## TYPOGRAPHY

Typography is a key element to communicate a unified personality for Eminence. We have selected GOTHAM as our font

**GOTHAM** is strong, yet it is not overbearing. When writing headlines use GOTHAM CAPS. Use GOTHAM for body copy use sentence case. Mixing weights in headlines is okay too.

Use **PLANTIN** as an embellishment to highlight certain text.





## ICONOGRAPHY

We use a variety of iconography in the Eminence brand. From navigational elements, category definers to badges.

**When creating icons please keep the following in mind:**

- Imagery should be simple and iconic
- Detail in elements should be minimal
- Round corners whenever possible
- Use straight on perspective to cut down on complexity
- Don't use vector traced photographs, they should have an illustrative playfulness to them that traced photographs often lack

1. Warmth Rating
2. Polyester Filling
3. Feather & Down
4. Cotton Cover & Filling
5. Australian Wool
6. Waterproof
7. Machine Washable
8. Hypoallergenic
9. All Seasons
10. Pincore Construction For Ventilation
11. Stain Resistant
12. Australian Made
13. Reversible
14. Fits Standard Pillowcase 48x73cm
15. Fitted Skirt

# MANDATORY INFORMATION

## PRODUCT INFORMATION

**Product Dimensions** must be displayed on all applicable packaging. This should be on the front of the packaging on all products that require customer to be sure of product sizing (e.g. dimensions for bed linen).

**Set Includes** must also be shown clearly on the front of all applicable products (e.g. 6 x 250ml Glasses).

**Product Composition** it is important to articulate the materials that have been used in the fabrication of a product. For products such as manchester this is critical information and should be shown on the front of the pack.

**Icons** should be shown on the front of the packaging where applicable, please see icons page for further reference.

**Care Instructions and Icons** must be included on all products, especially manchester and table top products. All labels must include washing or care instructions. Please ensure that the wording for these instructions is simple and easy to understand. Please ensure that 'Dry Cleanable', 'Do Not Dry Clean' and 'Food Safe' symbols are use where appropriate.

These instructions must also be included on the care tag and on the backstamp of these products. Please see care label and backstamp page for further information.

## ADDRESS AND COUNTRY OF ORIGIN

The Spotlight Support Office address details must be included on all packaging and labels as well as the country of origin (where the product was made).

There are 2 layout options depending on the available space.

Imported by Spotlight Pty Ltd, 111 Cecil Street South Melbourne, VIC Australia 3205 Made in China	Imported by Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205 Made in China	Chesna Grotesk - Semi Bold Chesna Grotesk - Medium
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## PRODUCT WARNINGS

Some products will require a warning to highlight potential safety risks to consumers.

These risks may relate to the packaging materials (e.g. the risk of suffocation from plastic covering used to package the product or the actual product (e.g. the risk of suffocation from bean bag filling or the risk of fire from candles).

It is the responsibility of the Merchandise team to ensure the correct warning is in place. Warnings must be clearly visible on the packaging.

**WARNING:** Please keep packaging away from children. Plastic covering may cause suffocation.

**Red Text:**  
M 100 Y 100.

**Minimum Text Size:**  
8pt/10pt leading.  
Font must be sans serif.

**WARNING:**  
Must be in bold.

**Red Stroke:**  
1pt (around the text box).

Some items such as bean bag covers require specific warnings labels, that also need to be at specific sizes. Please see mandatory standard checklists to confirm warnings and their specifications to ensure they comply for relevant products.

# MANDATORY INFORMATION

## BARCODE

A unique barcode must appear on all products. It is essential that the size and print specifications for barcodes are followed to ensure they are able to be scanned.

All Spotlight products require a EAN-13 barcode and it must meet GS1 specifications.

The barcode must be placed within a white area on the packaging label.

**White Area: 37.29mm (W) x 25.93mm (H)**

**Barcode: 31.35mm (W) x 22.85mm (H)**

If the barcode is required to be smaller to suit the product, DO NOT reduce the above size by more than 80%.

DO NOT shorten the height of the barcode.

Where possible the barcode should be positioned on the back of the packaging on the bottom right hand corner of the pack.



## BARCODE STICKER

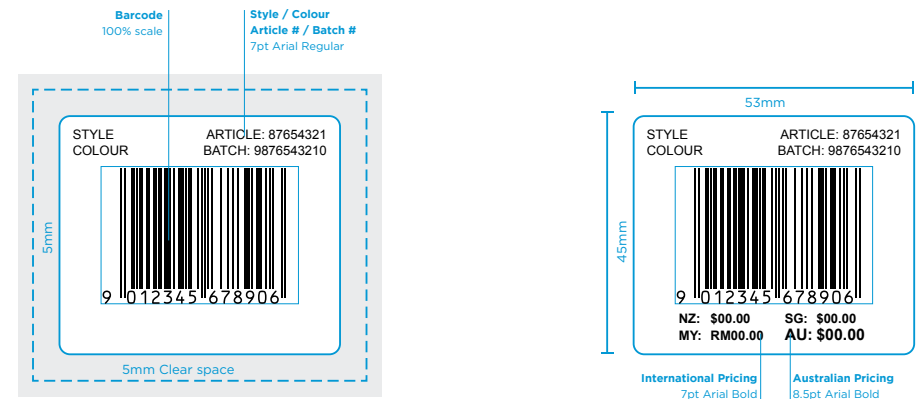
In the majority of applications the barcode is to be applied to the packaging as a self adhesive label.

This allows products that come in a variety of colours and sizes to utilise the same packaging and have individual barcodes to be applied to them.

It also allows for **batch numbers/order numbers** to be allocated to packaging, enabling products to be tracked to help ensure that the continuity of colour and quality is maintained between different orders.

The sticker has space for **style and colour** information to be added, if required. **Pricing** information can also be displayed on the sticker, but only when requested by the buyer.

When designing the packaging available for the barcode sticker, allow 5mm clear space around it for movement in its application.



**As part of our commitment to social responsibility and in line with the social responsibility clause in our trading terms, it is a MANDATORY requirement of Spotlight Group Holdings that product packaging incorporates the Australasian Recycling Logo (ARL) to help consumers recycle correctly. Use of the ARL is controlled by the Australian Packaging Covenant Organisation (APCO). This guide has been prepared to assist with adding recycling information to packaging. You must ensure that you meet all requirements as outlined on the CHECKLIST on page 4 to use the ARL on packaging and that you adhere to all APCO and ARL user guidelines.**

The ARL is a labeling program that provides the tools to designers to help consumers understand the correct disposal of packaging across both Australia and New Zealand.

**All packaging must go through PREP** (Packaging Recycling Evaluation Portal) to assess the recycling classification of each separate packaging component. Once classified, the standardised label system of ARL can be used on the packaging in conjunction with PREP. Packaging should be assessed in the state it would be after consumption. **‘Does the consumer have to remove this from the main item?’ If yes, it is a separate component.** If no, it is a secondary material.

**PREP assumes packaging is clean and empty at the time of disposal.**



#### Recyclable at Kerbside

The recyclable **‘Opaque’ mobius** communicates that consumers that item should be placed in their kerbside recycling.



#### Conditionally Recyclable

The recyclable **‘Outlined’ mobius** communicates that consumers that item is less widely accepted at kerbside and consumers should **check locally** with their council to determine suitability. This may include being accepted at an alternative location **or an ‘action’** such as ‘remove handles’ can take place by the consumer to make it acceptable at kerbside.



#### Not Recyclable at Kerbside

The bin symbol communicates to consumers to **dispose of their non-recyclable packaging thoughtfully in the general waste bin.** This symbol is also used when PREP is unable to classify recyclability due to insufficient input for evaluation. **You must complete PREP evaluations with all required information.**

#### ARL Website URL

Directs consumers to further information on recycling.

#### Separate Component

Identifies the specific packaging component the label relates to.

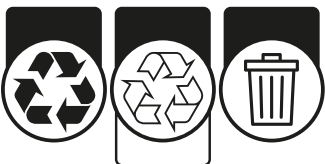
#### Classification

Indicates whether the packaging component is ‘Recyclable’, ‘Conditionally Recyclable’ or ‘Not Recyclable’.

#### Instructions

An approved consumer behaviour or alternative destination that improves the recyclability of the particular packaging component.

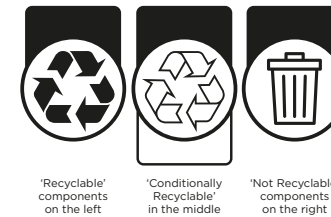
For more information on recycling visit [arl.org.au](http://arl.org.au)



#### Horizontal Arrangement

Horizontal placement is preferred, with vertical placement a secondary option where space doesn’t allow for a consistent horizontal application.

The order of packaging components must position **‘Recyclable’ components to the left, ‘Conditionally Recyclable’ components in the middle and ‘Not Recyclable’ components to the right when horizontal.** When vertical, the ‘Recyclable’ components should be placed at the top, ‘Conditionally Recyclable’ components in the middle and ‘Not Recyclable’ Components at the bottom.



#### URL Formatting

**A URL must always be present** when using the ARL artwork to direct consumers to further information. Please refer to the below options for the use of the ARL URL ([arl.org.au/](http://arl.org.au/) [arl.org.nz/](http://arl.org.nz/)) in correlation with the ARL artwork. If you are selling products exclusively into Australia, use the URL ‘[arl.org.au/](http://arl.org.au/)’. If you are selling exclusively for the New Zealand market, please use the ARL URL ‘[arl.org.nz/](http://arl.org.nz/)’. It is preferred that the URL is placed to the top or the right of the ARL artwork.

If products are sold to both markets, it is at the Members’ discretion to refer to the most applicable ARL URL and corresponding artwork(s). Organisations are encouraged to utilise the URL reflective of where most of the product will be sold.

There are two URL options: **‘For more information on recycling visit [arl.org.au/arl.org.nz/](http://arl.org.au/)’** In the case of limited on-pack labeling area, it is permitted to display only the ARL URL: **‘[arl.org.au/arl.org.nz/](http://arl.org.au/)’.**

#### Placement

**Placement of the ARL on-pack should reflect how the packaging will be disposed of by consumers.** Outer packaging should have the ARL on-pack relevant to all of the packaging components, whilst the inner packaging components should be labeled with their relevant ARL. For example, a box containing ice-creams will have the Box, Wrap and Stick ARL on the box, whilst the wrap is labeled with the ARL for both the Wrap and Stick (as the stick cannot be printed on individually). **This ensures relevant recycling information of packaging at the time of packaging disposal.**

## Colour

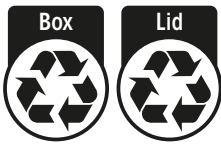
The ARL symbol may be any one solid colour provided the symbol(s) are clear, legible and compatible with the packaging background. The ARL is not permitted to be placed on a busy background. A reversed version has been created for darker backgrounds. Please note: The Recyclable ARL should always have a coloured in/opaque mobius loop, while the Conditionally Recyclable mobius loop remains transparent.

## Separable Component

This includes the main packaging and any **items that will be separated by the consumer to consume the product. Each component must have an ARL symbol that is easily identifiable to the consumer.**

**Only one separable component is to be identified in each ARL Symbol.** If the packaging is comprised of more than one separable component with the same classification you must list multiple ARL symbols.

### Best Practice



### Not Permitted



## Separable Component Exceptions

If packaging labeling real-estate is limited, only two not recyclable components can be combined within one standard ARL. Evidence of the item's limited on-pack labeling space must be kept for auditing purposes.

If you have a packaging format that is composed of multiples of the same component, these components may be labeled with one ARL provided they meet the following conditions:

- They are made of the same materials (all primary and secondary materials)
- They have the same recyclability outcome (as they are the same materials),
- The components serve the same functionality, and
- Consumers will identify them as the same component.

For example, you may have multiple 'Dividers' within a larger box - these can be represented by the one, pluralised ARL: 'Dividers'.



## Instructions

Additional information for the consumer action in order to recycle the separable component. This includes **instructions for an alternative destination or to check locally** for recyclability or consumer behaviour that when performed will improve the recyclability of the packaging. See approved Consumer Behaviours for acceptable actions.

## Approved Consumer Behaviours

There are several Approved Consumer Behaviours supported by APCO and PREP that will increase the recyclability of an item. The common items that require consumer behaviours to be recycled are advised with the PREP Recyclability Evaluation Report.

**The instructional text, when placed on-pack, can be wrapped to fit across a maximum of three (3) lines.**



### Cardboard: Flatten to Recycle

Applies to cardboard cartons that may not readily crush in a recycling truck such as those used for the storage of electronic equipment. 3D cardboard may travel to plastics stream.



### Aluminium Foil: Scrunch into Ball or Fold to Recycle

Applied to aluminium foil as 2D foil will travel to the paper stream at a Material Recovery Facility (MRF). Ball must be at least 20mm in two dimensions, when 'scrunched', to be recycled.

For items that are larger than 200mm in two directions and will be screened out at the cardboard (OCC) stage of a MRF. When folded once, it must have two dimensions <200mm and must retain these dimensions.



### Small Paper: Place in Used Envelope

Small paper items will be blown away at the recycling facility and not be recovered. Placing them in a used envelope will allow the small paper items to be recovered.



### Less Widely Accepted Packaging Items: Check Locally

For items where the council collection status falls within the Less Widely Accepted thresholds (where between 60-80% in Australia, and 50-80% for New Zealand, of the population have access to a kerbside service). Consumers will need to check with their local council to determine if these materials are accepted in their kerbside recycling bin.



### Comprised of 'Other' Materials: Remove Component

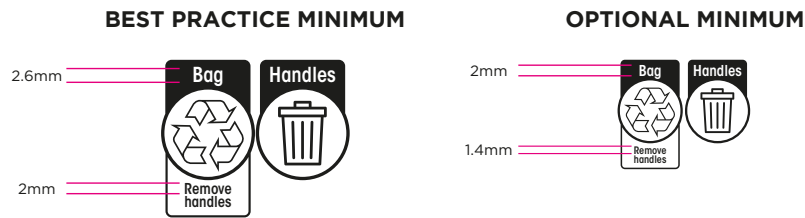
Applicable to packaging that has an attachment that does not meet the secondary material thresholds for recycling the main packaging item. For example, paper bag with material handles. The 'Component' must also be labeled separately to direct the consumer of that item's disposal method.



## DESIGN

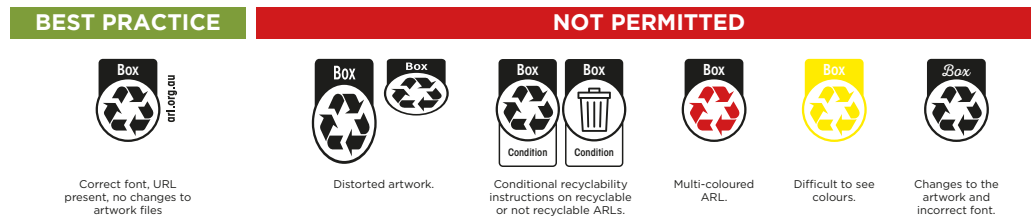
The below design considerations must be adhered to when applying the ARL artwork to product packaging.

- Font for the separable component name, URL and any consumer instruction **text must be ITC Avant Garde Gothic, Demi Condensed**.
- The minimum text size for the **component name and URL text is 2mm in height**. For the conditional recyclability instructional text, this can be reduced to a minimum of 1.4mm in height where space is limited. This height is reflective of the tallest uppercase letter.
- There is no maximum text size requirement.



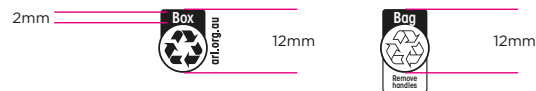
- For larger pack sizes, we recommend that the text size of the ARL be that similar to other text on pack to ensure consumer awareness and legibility.

**Members must use the ARL artwork EPS files as they appear when downloaded** or as sent by APCO. The ARL **designs must not be altered**, this includes maintaining the Width Depth ratio of the artwork (not including the instructional tab).



Whilst there is no set location required for the ARL on-pack, the **ARL should always be positioned in an easily accessible position, more than likely placed close to the barcode** where consumers are familiar with locating recycling information or are able to find at the time of disposal.

**The minimum size for the ARL artwork is 12mm high (not including the consumer instructions tab).**



## MICRO ARL STYLE GUIDE

For small packaging projects **where on-pack labeling area is limited**, the Micro ARL may be suitable for use. All User Guide specifications are also applicable to the Micro ARL. The exemption however is that the height of the symbols can be **decreased past 12mm, to as small as 8mm, and the component name text can be reduced to 1.4mm**

Components that are conditionally recyclable are able to be labeled utilising the Micro ARL, however the consumer instructions must still meet the 1.4mm text height requirements.

There are three conditions associated with the use of the Micro ARL:

- It can only be used when the **external surface area of the packaging is less than 100cm<sup>2</sup>**
- The separable **component name can have no more than four letters**. The Member will need to select the separable component name from the approved components list and if it is longer than 4 letters, adopt the synonym in the table, where available.



## USE WITH OTHER LOGOS

The ARL should not be used next to symbols or messaging that may confuse or unnecessarily duplicate the recycling message for consumers, such as littering symbols (e.g. tidy man logo, statements such as 'Please Recycle'), plastic identification codes, or alternative recycling symbols that have not been approved by APCO.

**Other symbols can be used on-pack but should not be used in close proximity to the ARL.**

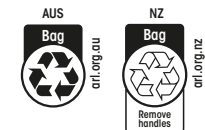
Where possible, it is recommended that these symbols are not printed on the same face of the packaging to provide the greatest distance between labels.



## DIFFERENCES IN LABELING ACROSS COUNTRIES

In some instances, the results for packaging sold in both Australia and New Zealand may be different. **To communicate these differences and to indicate where these labels are applicable, organisations can use the ISO standard naming convention with 'AUS' and 'NZ' above the relevant ARL.** This can also be used for those packaging items that may be exported out of Australia and New Zealand where recyclability may differ.

As the ARL is verified by PREP, and PREP contains the recycling data and information for only Australia and New Zealand, the ARL cannot be used as a verified labeling system outside of these markets. Organisations should endeavour to ensure their packaging is labeled appropriately to avoid any potential misleading claims.



## CHECKLIST

You must complete this checklist for each individual item of packaging to ensure the correct ARL symbols are used for each item and are placed on the packaging correctly and appropriately. This guide is created in association with the APCO User Guide, and any reference to 'sections' is a reference to sections within the APCO User Guide.

You must retain and provide any documentation and supporting evidence as proof of PREP Recyclability Evaluation Report to your contact at Spotlight Group to be stored on our R drive.

\* Please note that the final item on this checklist is only relevant to the first on-pack ARL design created by Member to go to market has been approved by APCO.

**It is a MANDATORY requirement of Spotlight Group Holdings that product packaging incorporates the Australasian Recycling Logo (ARL) to help consumers recycle correctly.**

## FURTHER INFORMATION

For further information on this process as well as further information for the previous pages of this guide **please refer to the APCO Australian Recycling Label Program User guide.**

You can also **contact the Spotlight Retail Group Sustainability & Social Responsibility Specialist** for support in this area.

## CHECKLIST FOR ARL APPROVAL:

- Competent User** - PREP user has completed the PREP training and is now a competent user.
- Packaging Specifications Validity** - the Member is confident that packaging specifications input in PREP are valid for the packaging item being evaluated.
- PREP Evaluation Completed and Saved** - Packaging item has been evaluated in PREP by a competent User. PREP Recyclability Evaluation Report is saved in files with supporting evidence.
- Application of ARL** - ARL selection for each separable packaging component is in accordance with PREP Recyclability Evaluation Report and this User Guide.
- Conditionally Recyclable** - Any conditionally recyclable claims have sufficient supporting evidence - i.e. Soft Plastics Module.
- ARL Style Guide** - ARL artwork application is compliant with all ARL Style Guide specifications, including:
- Separable components** - all separable components are clearly labeled as per the ARL Approved Component Names and each component is identified in a separate ARL artwork.
- URL** - contains the ARL URL or approved Member URL
- Colour** - The ARL is one colour and is clear against the background colour
- Design** - ARL artwork has not been manipulated from the original EPS files and is clear (not placed on a busy background)
- Sizing** - the ARL artwork sizing is no smaller than 12mm in height (unless the packaging meets micro-ARL style requirements). In this case, all micro-ARL Style Guide requirements are met.
- Use with other logos** - the ARL artwork is not placed near conflicting logos. Alternative logo use has been approved, i.e. REDcycle logo.
- Labeling across countries** - Members have communicated the ARL is specific to Australia and New Zealand only. Other recycling labels must be identified for their respective countries.
- Internal tracking of ARL use** - Members have internal tracking processes to document all packaging items that are released with the ARL on-pack, including which ARL symbol is used.
- APCO Approval** - *First\** on-pack ARL design created by Member to go to market has been approved by APCO as per Section 3.1.

# ARL PLACEMENT & APPROVAL EXAMPLES

Members are required to adhere to the design considerations stated in the ARL Style Guide and User Guide. Below are some examples of how to and how not to adhere to this guide.

## Guidelines to remember:

A URL must always be present when using the ARL artwork to direct consumers to further information.

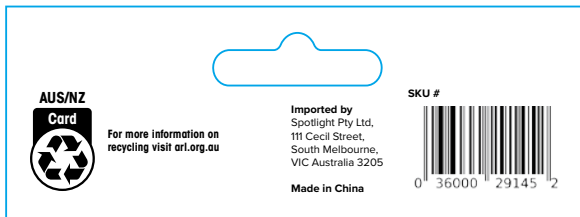
Placement of the ARL on-pack should reflect how the packaging will be disposed of. Outer packaging should have the ARL on-pack relevant to all of the packaging components, whilst the inner packaging components should be labeled with their relevant ARL.

Only one separable component is to be identified in each ARL Symbol. If the packaging is comprised of more than one separable component with the same classification, you must list multiple ARL Symbols.

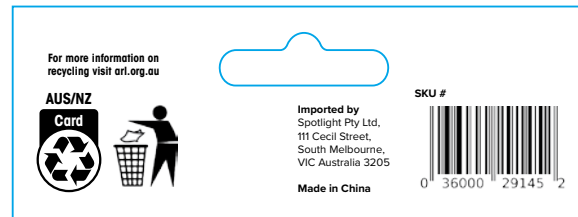
The ARL should not be used next to symbols or messaging that may confuse or unnecessarily duplicate the recycling message for consumers, (e.g. tidy man logo, statements such as 'Please Recycle') or alternative recycling symbols that have not been approved.

There is no maximum text size requirement. Instruction text can be wrapped to fit across a maximum of 3 lines, but should not exceed 3 lines. For larger pack sizes, we recommend the text size be that similar to other text on pack to ensure consumer awareness and legibility.

### Approved



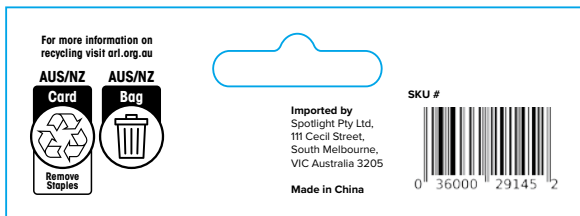
### Not Approved Paired with non-ARL icons



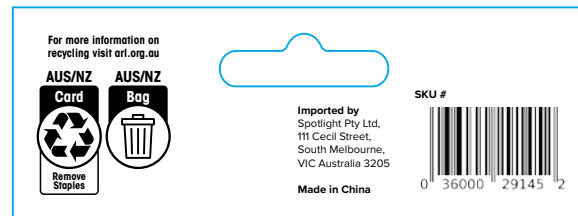
### Not Approved Distorted artwork



### Approved



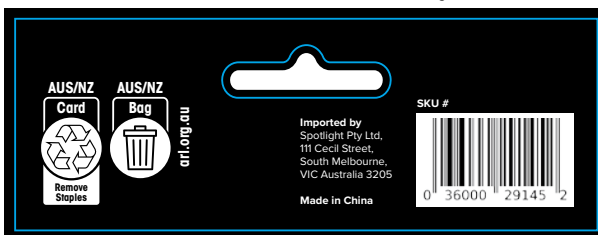
### Not Approved Conditions on solid mobius



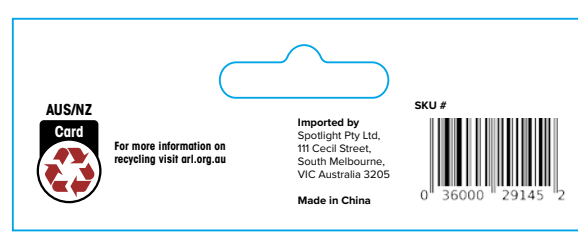
### Not Approved Incorrect font used



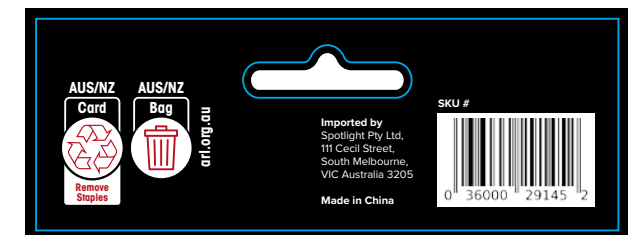
### Approved Colours inverted correctly



### Not Approved Multi-coloured ARL icon



### Not Approved Multi-coloured ARL icon





# SOCIAL RESPONSIBILITY

## NO POLYSTYRENE IN PACKAGING

We are taking the important step to phase out expanded polystyrene (EPS) in all packaging for products under 45kgs. This is part of a targeted approach to phase out problematic single-use plastics in packaging and aligns with government regulations coming into effect.

What is expanded polystyrene (EPS) packaging? Loose fill EPS is protective packaging typically used to protect products during transportation through void fill and cushioning. Loose fill includes packing peanuts and sheeting. Moulded EPS is protective packaging typically found in the packaging of electronics and appliances.

EPS packaging is considered a problematic and unnecessary single use plastic because it is not recyclable using kerbside collection systems, there are limited drop-off services to recycle EPS for customers and if littered, it has a high environmental impact.

This phase out does not apply to polystyrene and/or plastic foam products that we sell, such as bean bag fill and decorating foam. Currently we are only phasing out EPS in business to consumer packaging.

## ENVIRONMENTAL CLAIMS

Many consumers consider environmental claims as a major factor when evaluating products to purchase. Therefore, it is essential that consumers are provided with accurate information in order to make informed decisions. These claims come in a wide range of forms, including statements about environmental sustainability, recycling, energy and water efficiency or impact on animals and the natural environment.

Companies or brands which make environmental or 'green' claims should ensure that their claims are scientifically sound and appropriately substantiated. Consumers are entitled to rely on any environmental claims you make and to expect these claims to be truthful. Not only is this good business practice; it is law. If you wish to make environmental claims about a product, they should be honest, accurate and able to be substantiated. You should clearly explain, in simple language, the significance of the benefit to the environment.

Terms such as 'green', 'environmentally safe' and 'fully recycled' are broad terms that may have more than one meaning. For example, the statement 'safe for the environment' could have many meanings depending on the audience, some may believe this means your product is biodegradable or others may infer that it contains non-toxic ingredients. If a consumer's understanding, inferred from the terms used, conflicts with the facts then they may be misled. To avoid misleading consumers, make sure that you explicitly identify and accurately convey any 'green' attributes.

You should be careful that the overall impression you create about the goods or services you sell is not misleading. In other words, it is not enough for each representation to be technically or narrowly correct. It is just as important to look at the overall impression created in the minds of average consumers in the target audience.

# ENVIRONMENTAL CLAIMS

Environmental claims are statements, symbols, graphics, or any combination of these that indicate the environmental aspects of a product or service to the market and consumers. Environmental and sustainability claims are a current priority for the Australian Competition and Consumer Commission (ACCC) and are high risk. You must ensure that you do not make misleading or deceptive environmental, sustainability or green claims. Heavy penalties can apply.

It is vital to review any environmental claims that we make to avoid the serious financial and reputational consequences of making misleading claims, and also to build consumer trust and confidence in the integrity of the claims and the business. If we make false or misleading sustainability claims, this undermines consumer trust in all environmental claims made in the market.

There may be proof or evidence required to allow the making of environmental claims or the use of logos/symbols such as:

- Certifications and other evidence obtained independently or from suppliers (such as factory Scope certificates and Transaction certificates);
  - Information noted in technical specifications to support claims;
  - Environmental impact evaluations; and/or
  - Other evidence to back comparisons or references to other products or services (comparison claims).
- It will not be sufficient to make claims based on the unsubstantiated word of the supplier.

## Some Important Do's & Don't s

### DON'T:

- **Mislead consumers** - all environmental claims made must be accurate, verifiable, relevant, and not misleading.
- **Overstate or exaggerate the environmental benefit** - that is being claimed by the product or service. Any claims must consider the environmental loads of a product or service throughout its entire life cycle. You must not overstate the benefits or implications of a certification program.
- **Claim a business is 'certified'** by a scheme when only some of its products are certified, and not the entire business. Also don't use the word 'certified' used in relation to an entire product, when only certain components of the product are certified.
- **Use short and snappy slogans and claims** - that do not give a proper explanation of the environmental claims that are being made.
- **Use comparative claims (or avoid these if possible)** - as these are high risk and the reproducible and repeatable scientific evidence used to support a claim must be available (on hand) when the claim is made. Do not make a claim if you cannot readily verify it claim and show the evidence.
- **Use qualifying information to try to displace the overall impression** - Consider the wording, slogans or trademarks used. Usually, an explanatory statement or qualifying statement that accompanies the main claim, must be adjacent to the main claim with comparable font size, font colour and background colour.

### DO:

- **Avoid general terms** - like 'environmentally friendly,' 'green,' or 'sustainable' which may mislead consumers. Also 100% claims (e.g. 100% organic, 100% recycled etc) need to be carefully checked to ensure they are accurate.
- **Be specific** - the environmental claim should refer to a specific product, product range, service, or process.
- **Have the evidence on hand** - the evidence and information to support the claim must be on hand/ readily available at the time the claim is made. Do not leave it until the product is ready to launch and the claims are already made to then start checking you have the evidence you need.
- **Take responsibility for the claims you make** - you must evaluate the evidence/data you have to make the claim yourself. Verification and credibility of the claim remains with the person making the claim. You cannot just rely on the unsubstantiated word of a supplier.
- **Include information near the relevant claims** - this can be by way of accessible click-through links or other means that give consumers information.
- **Present evidence in a way that is easy to understand** - avoid complex scientific language or links to complex information. Understanding claims should not require sophisticated expert knowledge. When a symbol or image is used, it should not overshadow the text claim.

# PACKAGING



# PACKAGING

FRONT



BACK



# PACKAGING

FRONT

**EMINENCE**  
LUXURY COLLECTION

**1000 THREAD COUNT SHEET SET**

<b>SET INCLUDES:</b>	FIRST-CLASS SHEETS
1 FLAT SHEET 250X260CM	ULTRA SOFT & LUXURIOUS FEEL
1 FITTED SHEET 152X203+45CM	COMPOSITION: COTTON &
2 PILLOWCASES 48X73CM	POLYESTER BLEND

**QUEEN**

**EMINENCE**  
LUXURY COLLECTION

**1000 THREAD COUNT SHEET SET**

<b>SET INCLUDES:</b>	FIRST-CLASS SHEETS
1 FLAT SHEET 250X260CM	ULTRA SOFT & LUXURIOUS FEEL
1 FITTED SHEET 152X203+45CM	COMPOSITION: COTTON &
2 PILLOWCASES 48X73CM	POLYESTER BLEND

**QUEEN**

BACK

**EMINENCE**  
LUXURY COLLECTION

**Q**  
QUEEN



**CARE INSTRUCTIONS**

- Wash separately before use
- Cool gentle machine wash
- Wash inside out
- Do not bleach, soak or wring
- Line dry in shade
- Do not tumble dry
- Warm iron on reverse
- Do not dry clean

**AUS/NZ Label** **AUS/NZ Bag** **Imported by** Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205 **Made in China**

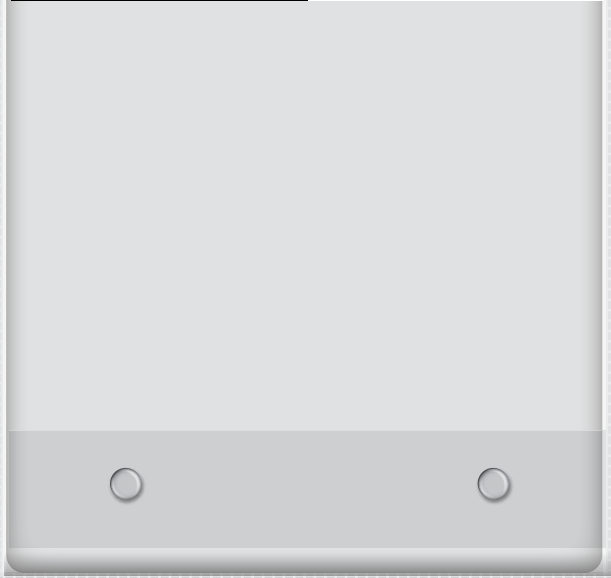
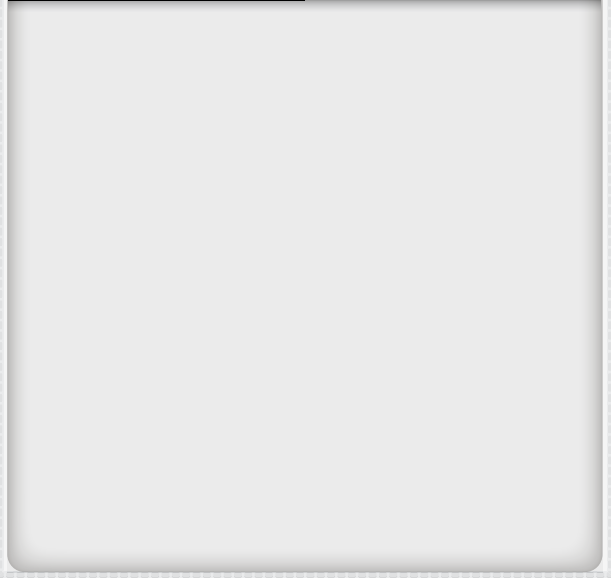
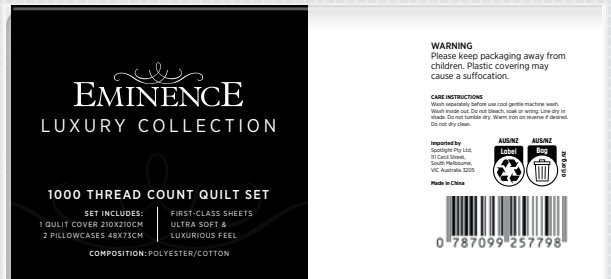
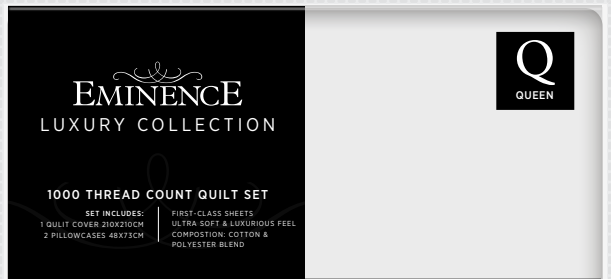
**WARNING:** Please keep packaging away from children. Plastic covering may cause suffocation.



# PACKAGING - QUILT SET

FRONT

BACK



# PACKAGING - QUILT SET

FRONT

SPINE

BACK

480mm



105mm

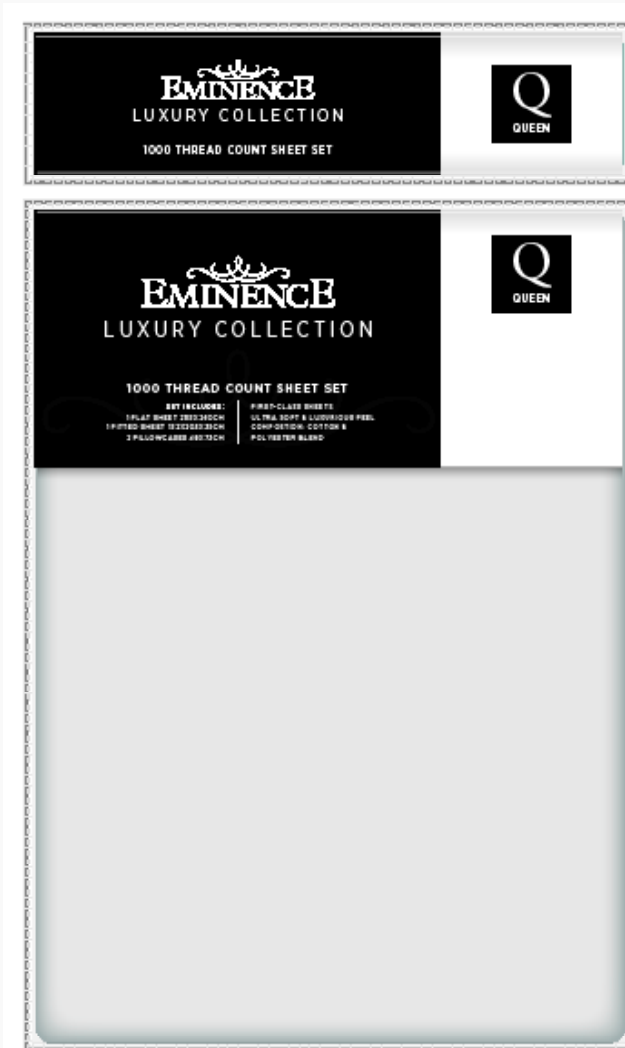
55mm

320mm

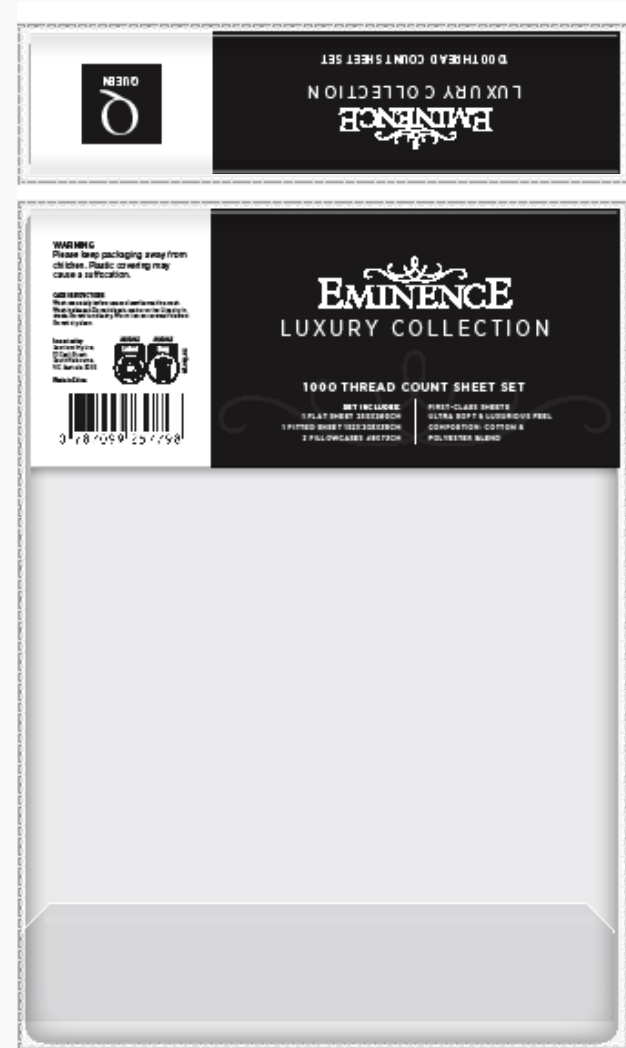
228mm

# PACKAGING - SHEET SET

FRONT

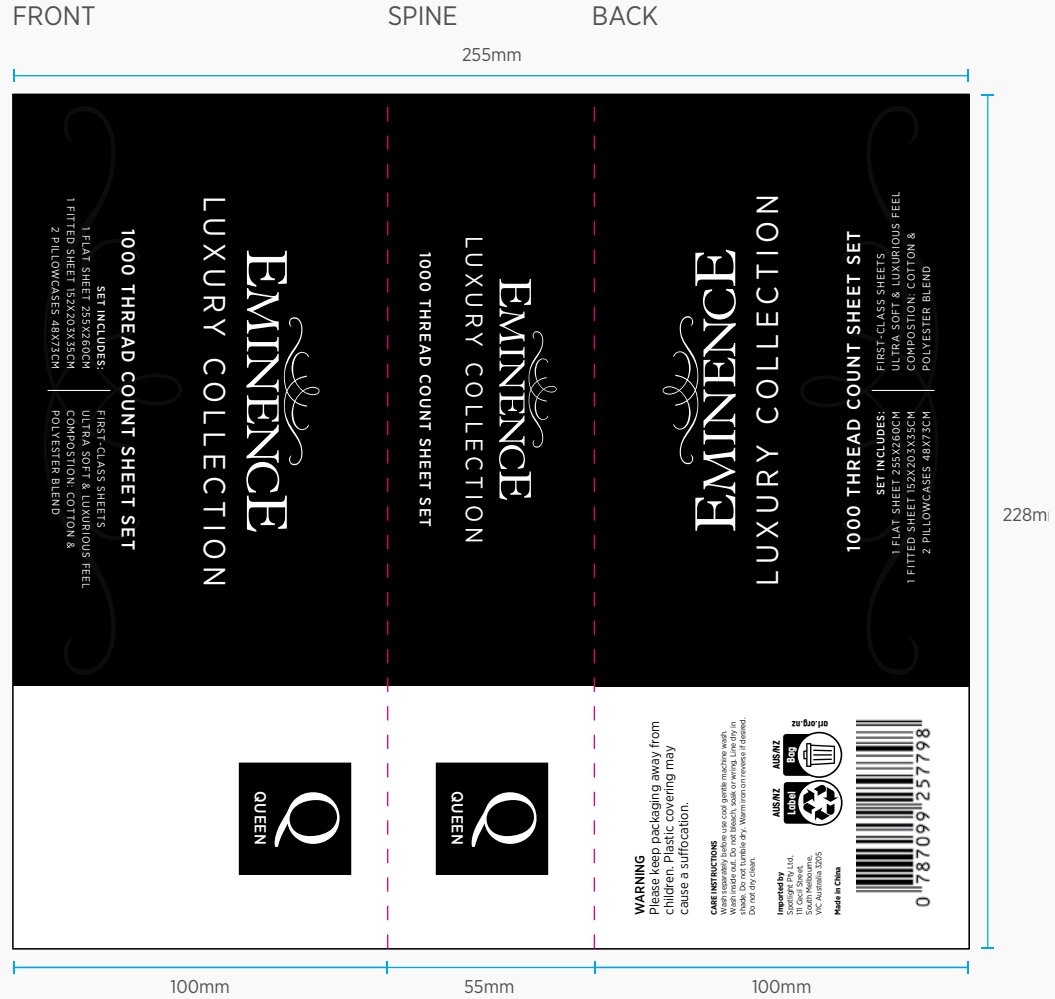


BACK





# PACKAGING - SHEET SET



# PACKAGING - SHEET SET (FABRIC BAG)



## EMINENCE

### LUXURY COLLECTION

#### 1000 THREAD COUNT SHEET SET

<p><b>SET INCLUDES:</b></p> <ul style="list-style-type: none"> <li>1 FLAT SHEET 255X260CM</li> <li>1 FITTED SHEET 152X203X35CM</li> <li>2 PILLOWCASES 48X73CM</li> </ul>	<p>FIRST-CLASS SHEETS ULTRA SOFT &amp; LUXURIOUS FEEL</p> <p>COMPOSITION: COTTON &amp; POLYESTER BLEND</p>
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## EMINENCE

### LUXURY COLLECTION

**Care Instructions**  
Wash before first use. Warm gentle machine wash. Do not bleach or tumble dry. Rinse well. Line dry in shade. Reduced spin. Do not iron. Dry cleanable.

				
<b>Machine Wash</b>	<b>Do Not Bleach</b>	<b>Do Not Tumble Dry</b>	<b>Do Not Iron</b>	<b>Dry In Shade</b>

**Composition**  
Cotton Polyester blend.

**Imported by**  
Spotlight Pty Ltd, 111 Cecil Street,  
South Melbourne, VIC Australia 3205

**Made in China**



**Reuse or Repurpose**

Reuse this bag to store your sheet set between uses and organise your linen.

**AUS/NZ Label** 

**AUS/NZ Bag** 

[arl.org.nz](http://arl.org.nz)

# PACKAGING - BELLY BAND



## EMINENCE LUXURY COLLECTION

### 1000 THREAD COUNT SHEET SET

**SET INCLUDES:**  
1 FLAT SHEET 245X275CM  
1 FITTED SHEET 152X203X40CM  
2 PILLOWCASES 48X73X15CM

FIRST-CLASS SHEETS  
ULTRA SOFT & LUXURIOUS FEEL  
COMPOSITION: COTTON &  
POLYESTER BLEND

**Composition**  
Cotton Polyester blend: 55% Cotton / 45% Polyester

**Care Instructions**  
Wash separately before first use. Warm gentle machine wash. Avoid detergents that contain optical brighteners - except on whites. Do not bleach. Line dry in shade. May be tumble dried. Do not dry clean. Warm iron. Rinse well.



**Reuse or Repurpose**

Reuse this bag to store your sheet set between uses and organize your linen.



For more information on recycling visit [ar1.org.au](http://ar1.org.au)

**Imported by**  
Spotlight Pty Ltd,  
111 Cecil Street,  
South Melbourne,  
VIC Australia 3205

**Made in China**

## SUPPLIERS

All packaging needs to be created based on a template supplied by Spotlight Marketing. Brief the relevant Buyer or Buyer's Assistant on product specifications, if a template already exists for the product you will be supplied with this. If a template doesn't already exist, a new template will be created based on your requirements.

*Information/Requirements to include:*

- Die lines or Product/Packaging dimensions
- Brand
- Picture or sample where possible
- Product name and details (ie. size or colours)
- Composition, Care instructions, Country of origin
- Any legal or safety information if required
- File format
- How file is to be supplied

## BUYER & BUYER'S ASSISTANTS

All packaging needs to be briefed through the Spotlight Branding Coordinators.

Briefs must be submitted to the Spotlight Branding Coordinators, NOT directly to Design, Photography or PreMedia.

The packaging briefs are available to everyone at: **FS1:\supportgroup\Public\Packaging - Information for Buyers**

Please make sure that you fill out every field on the brief. If you need help doing so, please contact the branding coordinator.

Post submission of your brief to the branding coordinator, if photography is required, please ensure that you take the samples (with a copy of the completed packaging brief attached) down to Level 1 as soon as possible.

*Time line for packaging:*

Once a brief is submitted to the branding coordinator and samples provided to Photography, generally the timeline for completed packaging is 12 business days\*.

- Design and Photography require a minimum of 10 days to complete the shoot and artwork.
- Pre-media require a minimum of 2 days from sign off to ensure they can create print ready artwork and supply a CD and proof. The CD and proof will be supplied to you by the co-ordinator for you to send onto your supplier.

*\* This timeline is based on the assumption that a completed brief has been submitted and that a full sample(s) has been supplied to Photography. This timeline will not apply until both criteria are met.*

*Please note that this timeline will also be affected by the amount of packaging that is briefed in, as well as the event production schedule. All efforts will be made to turn around packaging as soon as possible, as we understand that missed deadlines will affect shipment and delivery to stores.*

## PACKAGING PROCESS USING SPOTLIGHT "OWN" BRANDS

### PACKAGING APPROVAL

All packaging created for Spotlight needs to be approved by Spotlight Marketing before packaging production begins.

Please send a PDF or JPEG file to the branding coordinator for approval. Allow at least 2 working days for all approvals.

Please be mindful of the time zones when sending packaging and issuing deadlines.