

HAPPY
EASTER

A graphic featuring the text 'HAPPY EASTER'. The word 'HAPPY' is positioned above 'EASTER' and is rendered in a multi-colored, playful font with a white outline. The word 'EASTER' is written in a large, bold, white, sans-serif font and is contained within a pink, ribbon-like banner that has a white outline and a slight 3D effect with a darker pink shadow on the right side. The entire graphic is set against a light blue background with a fine grid pattern.

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INTRODUCTION

Happy Easter is our key seasonal private brand for all Easter product ranges developed Spotlight Stores. The brand had been designed to be simple so it will work well across the large range of seasonal SKUs across many product types and categories.

Happy Easter caters for all household types and is the perfect brand to choose when celebrating Easter.

With the widest comprehensive range of seasonal products to decorate your home or dress the table, quality and style are not compromised. Available at a price everyone can enjoy.

BRAND POSITIONING

BEST
BETTER
GOOD
ENTRY

CATEGORIES

PARTY
DECORATOR
GIFTING
COSTUME
LIGHTING
CRAFT

BRAND PERSONALITY

SIMPLE
SEASONAL
HAPPY AND JOYFUL
FOR ANYONE AND EVERYONE

LOGO

PRIMARY LOGO

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document. No exceptions.

The Happy Easter logo pictured to the right is the primary logo colourway and should be used with the Happy Easter gingham pattern as pictured.

It is primarily used at the same size of 60mm wide across most of the Happy Easter packaging, this use is listed throughout the guide as well as when there is an exception to this rule on larger packaging pieces.

Do not place the logo on high contrast or vibrant backgrounds. Do not add unnecessary embellishments to this logo. Further misuse of this logo is laid out on the next page.



MONOCHROMATIC LOGO

The monochromatic version should only be used if print colours are limited or you have been asked for a single colour logo.

This version of the logo is to be used only in instances of backstamps, laser etching and care tag labels. It should never be used on any packaging or POS and other collateral.





Do not change logo colour or tone



Do not apply a gradient to the logo



Do not rotate the logo



Do not distort or warp the logo in any way



A white keyline should be present when placed over the gingham pattern



Do not add internal keyline to any typography



Do not add a stroke to the logo



Do not change the typeface or recreate the logo

COLOURS

COLOUR SCHEME

These are the Pantone colours of the Happy Easter packaging. Their specific uses are laid out below.

Use the following Pantone colour specifications for the Happy Easter colour palette only as described below and seen throughout this document. Do not modify these colours or approximate visually matching colours.

Pantone 2142C is the colour of the blue strip that the product description sits within.

Pantone 2127C along with opacitised white is the colour of the Happy Easter gingham pattern used throughout the packaging guidelines.

The three pink Pantones on the left are the colours of the banner within the Happy Easter logo that encloses the word 'EASTER'.

The colours on the right including Pantone 2142C mentioned previously are the colours of the letters within the word 'HAPPY' within the Happy Easter logo.



TYPEFACE AND PATTERN

TYPEFACE

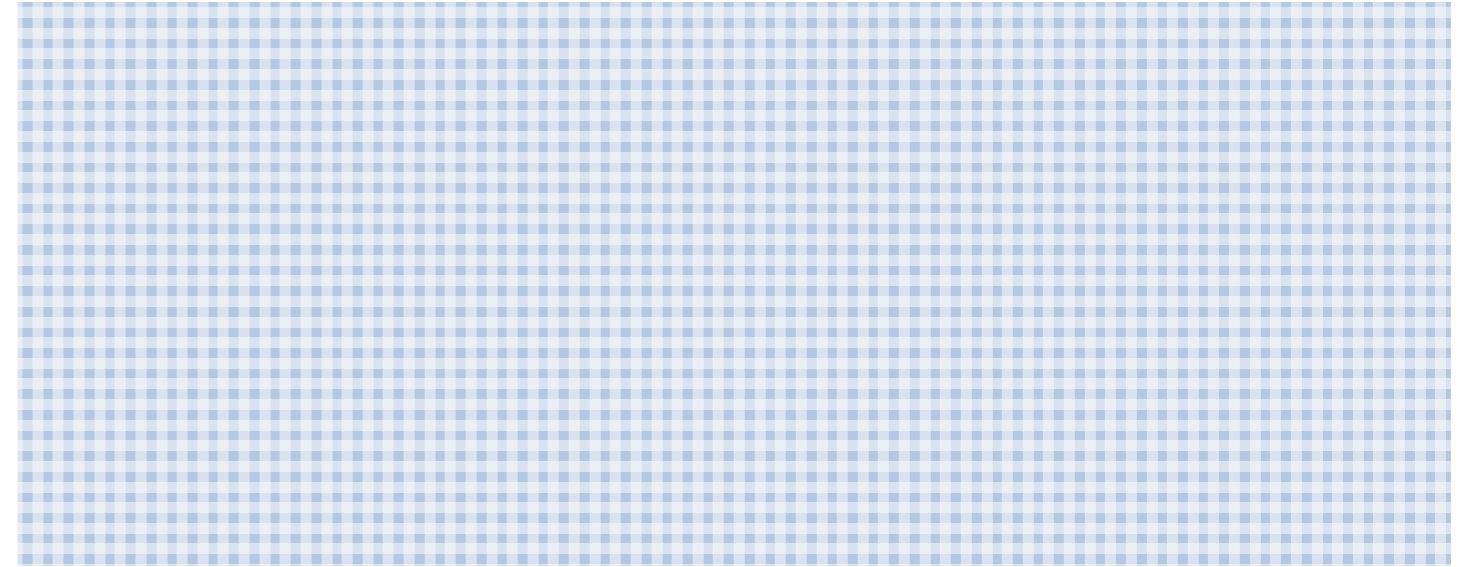
The supporting brand typeface is Gotham and should be used for all brand applications. Gotham comes in a variety of weights but Black is preferred weight to use for the product descriptions on the Happy Easter packaging.

GOTHAM BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

PATTERN

The below blue gingham pattern is to be used on Happy Easter packaging. The details of its use are laid out within the following pages of this document. The scale of this pattern must remain the same on all Happy Easter packaging as per the below.



CARD AND PAPER STOCK QUALITY/FINISH

The quality of the cardstock used within the Happy Easter packaging range is important to maintain the high quality look of the brand.

The cardstock should have a **gloss finish** and a **GSM of the stock should range between 250-400gsm** depending on the individual product. With the ideal usually being around 350gsm for most products.

There are some exceptions to this such as dinner sets and glassware set packaging which should be as thick as required to ensure the products safety as well as maintain the boxes structural integrity.

Physical samples are to be sent for approval of quality and colour on the first run of each new set of packaging before mass production begins.

As part of our commitment to social responsibility, 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 Organisations (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’.

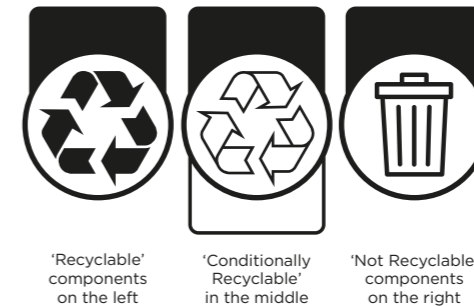
Instructions

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

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/arl.org.nz) in correlation with the ARL artwork. If you are selling products exclusively into Australia, use the URL ‘arl.org.au’. If you are selling exclusively for the New Zealand market, please use the ARL URL ‘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’**

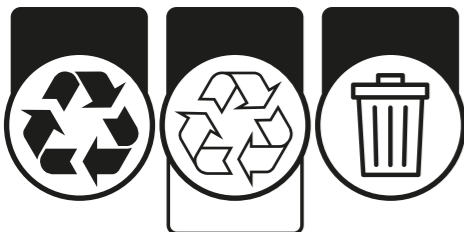
In the case of limited on-pack labeling area, it is permitted to display only the ARL URL:

‘arl.org.au/arl.org.nz’.

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.**

For more information on recycling visit arl.org.au



Colour

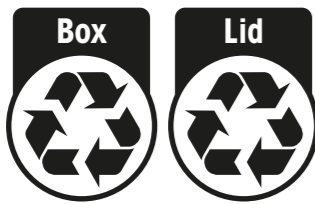
The ARL symbol may be any one solid colour provided the symbol(s) are clear, legible and compatible with the packaging background. The ARL is not permitted to be placed on a busy background. A reversed version has been created for darker backgrounds. Please note: The Recyclable ARL should always have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



Aluminum Foil: Scrunch into Ball or Fold to Recycle

Applied to aluminum 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.



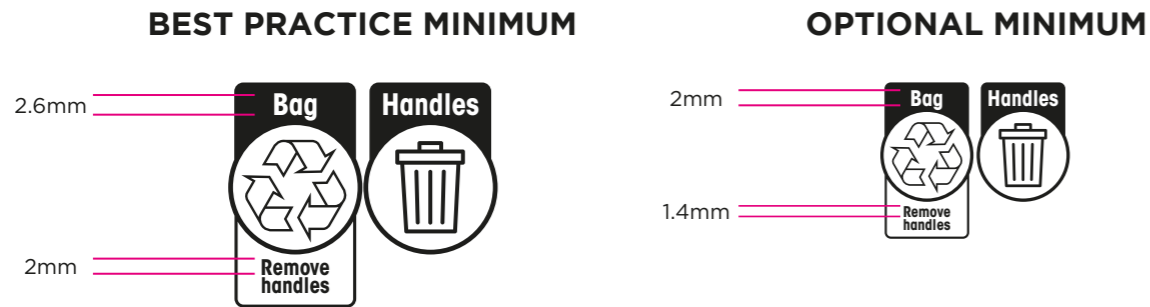
Comprised of 'Other' Materials: Remove Component

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

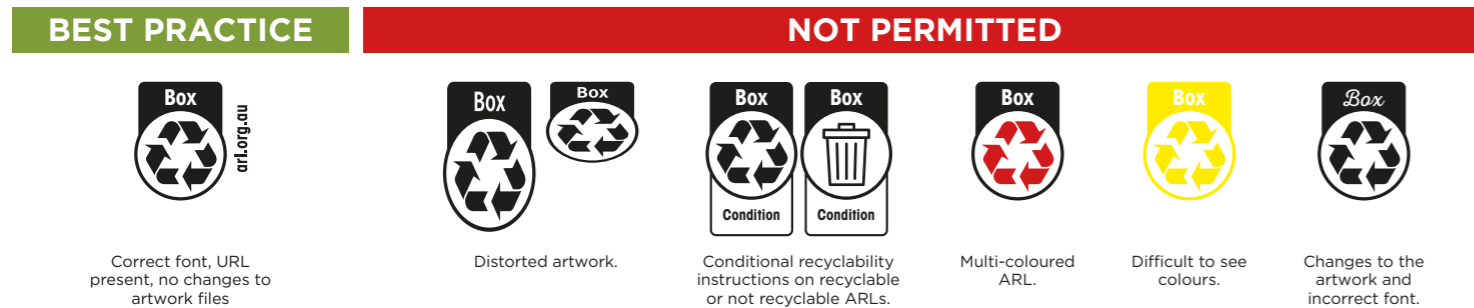
The below design considerations must be adhered to when applying the ARL artwork to product packaging.

- 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.



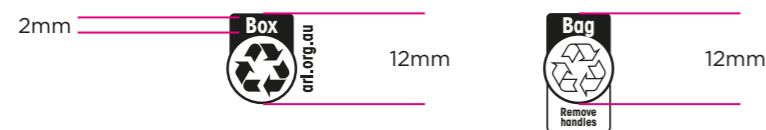
- For larger pack sizes, we recommend that the text size of the ARL be that similar to other text on pack to ensure consumer awareness and legibility.

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).



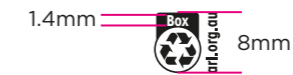
MICRO ARL STYLE GUIDE

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 100cm²**
- 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.

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. 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. 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.

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.**

Companies or brands which make environmental or 'green' claims should ensure that their claims are scientifically sound and appropriately substantiated. 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.

ENVIRONMENTAL CLAIMS

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.

You should also 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.

Some Important Do's & Don'ts

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.

COLOUR CHECK



Each line within the pattern is 1.5mm high



You will be supplied with a printed Happy Easter colour swatch.

This swatch will have the main Happy Easter Pantone 2127 as well as all the colours of the logo.

The size of the Happy Easter pattern should also be consistent throughout the range. Each line within the gingham pattern is 1.5mm high as shown in the diagram.

This is to be used to compare printed packaging to ensure colour consistency throughout the Happy Easter range. All packaging must closely match the colours of this swatch so the Happy Easter range is cohesive in store.

PACKAGING CHECKLIST

The packaging checklist as seen here must be looked through and checked off whenever working on packaging artwork to assure all packaging artwork is clear, legible, and accurate and all colours, typefaces and logos match those laid out within the brand guidelines document.

If it is the first time any particular product type has been produced or there has been brand update a physical printed copy of the packaging must to the relevant buyer or assistant for approval.

It is important that you have a signed/approved sample of your packaging and that you've specified all the above details within the checklist in a previous run. Material and printing should be verified, packaging should be measured, and colors should match your Pantone colour specifications.

This signed and approved sample of packaging has been created it important to use this as a key example all other packaging should match back too.

Once everything has been ticked off the packaging must be sent to the relevant buyer or assistant for final approval.

PACKAGING SIGN OFF

All artwork must be sent to Spotlight for approval before printing.

Suppliers – please send artwork to the relevant buyer or assistant. Please use this guide as a reference for all Happy Easter products.

PACKAGING CHECKLIST

LOGO

- It is important that the appearance of the logo remains consistent. Its orientation, colours and composition should remain as indicated in the brand guidelines document.

COLOUR

- Pantone & CMYK colors are consistent with those outlined in the brand guidelines .
- Colours are consistent with printed packaging example provided.

TYPEFACES & FONTS

- Typeface, font type and size are consistent with those outlined in the brand guidelines.

DIMENSIONS

- Are packaging dimensions consistent with those outlined in the brand guidelines.
- Do the dimensions of the product packaging allow it to be safe/secure.

COPY & MANDATORY INFORMATION

- Proofread the copy
- Barcode and Item number
- Import Information & Country of Origin
- Care & Use
- All labeling is clear, legible, and accurate
- Warning if applicable

IMAGERY

- Does image clearly show the product contained within the packaging.
- Does the lighting and colours of the image match those of the product.
- Is image of high quality.
- Does the photography suit the brand guidelines.

CARD AND PAPER STOCK QUALITY/FINISH

- Does the finish of the card stock used match that outlined within the brand guidelines.
- Does the GSM of the card stock range between 250-400gsm depending on the individual product. With the ideal usually being around 350gsm for most products.
* There are some exceptions to this such and dinner sets and glassware set packaging which should be as thick as required to ensure the products safety as well as maintain the boxes structural integrity.
- Physical samples are to be sent for approval of quality and colour on the first run of each new set of packaging before mass production begins.

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 Numbers must also be shown clearly on the front of all applicable products (e.g. number of cookie cutters).

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 and sides 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.

PRICING INFORMATION - PARTY

Pricing must be displayed on all packaging under Party products. The below pricing label must be the same size across all packaging and is to be placed on the front panel in the top right hand corner 5mm from both edges where applicable. Please refer to packaging guidelines & examples for positioning.

	5mm	
7.5mm	AU \$00.00	NZ \$00.00
	SG \$00.00	MYR00.00

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	Imported by Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205	Minimum Text Size: 7pt/Auto leading. 3.5pt space after paragraph between 'Address' and 'Country of Origin'.
Made in China	Made in China	

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.	WARNING: Must be in bold.
	Minimum Text Size: 8pt/10pt leading. Font must be sans serif.	Red Stroke: 1pt (around the text box).

For large packaging formats, such as 'Bean Bag Fill', the warning is to be scaled up to an appropriate size so that it is clearly visible at a glance.

PRODUCT WARNINGS CONTINUED

SMALL PARTS WARNING REQUIREMENT


Children under three years of age are especially vulnerable to choking and ingestion hazards. Young children have an instinct to explore, this often includes putting non-food items in their mouths. They also have underdeveloped cough reflexes so they can easily choke or could swallow something causing serious internal damage.

It is important to include a warning on any products that includes small pieces or parts that could potentially break off with misuse.

For 0-3 years, all standards do not accept the toys containing small parts. But for children 3+, it is acceptable to contain small parts, but the packaging needs to have a small parts warning.

“Warning. Choking hazard. Contains small parts. Not for children under 36 months.” The warning phrase with similar meanings is also acceptable. “Not suitable for children under 36 months” or “Not suitable for children under three years” may be substituted by the symbol as below.

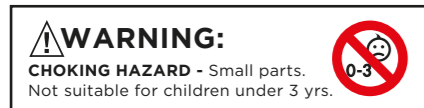
The age warning symbol shall be accompanied by the word “Warning”. If an age warning symbol is used, the symbol size should be at least 10mm in red circle, white background and black words and face.

For example:  Warning. Choking hazard. Contains small part.

For children 3 to 6 years, if the toy presents small parts, a small part warning should be added on the principal display panel of the packaging, and should be read as below:

 **WARNING: CHOKING HAZARD - Small parts.**
Not suitable for children under 3 yrs.

The warning border should be with solid background, and the font inside the border should be clear to be read.



BATTERY WARNING MANDATORY SAFETY

From 22 June 2022 manufacturers, importers, wholesalers and retailers of button/coin batteries or consumer goods that contain button/coin batteries supplied to Australia, must comply with the applicable Australian mandatory safety and information standards.

If swallowed, a button/coin battery can become stuck in a child's throat and result in catastrophic injuries and even death. Insertion of button/coin batteries into body orifices such as ears and noses can also lead to significant injuries..

WARNINGS

Warnings are required on the packaging of consumer goods containing button/coin batteries and in accompanying instructions. If the consumer good is supplied unpackaged, or not supplied with instructions, warnings must be attached or included with the consumer good to alert consumers that a button/coin battery is included with the product and the hazard button/coin batteries pose to children.

Example of a suitable packaging warning for a product containing a lithium button/coin battery



PRODUCT WARNINGS CONTINUED

OTHER RECOMMENDED WARNINGS

The information standard also includes a number of recommended warnings that are considered to be best practice:

- Consumer goods supplied online should include a warning in the product description to alert consumers to the fact that the product they are purchasing contains a button/coin battery and that button/coin batteries are hazardous.
- Consumer goods containing button/coin batteries should be supplied with a warning containing the contact information for the Australian Poisons Information Centre.
- Consumer goods containing a button/coin battery should be supplied with advice about how to safely dispose of the battery.

While manufacturers and suppliers are strongly encouraged to adopt these particular warnings they are not mandatory.

BUTTON/COIN BATTERIES PACKAGING

The safety and information standards for button/ coin batteries include the following requirements:

- Packaging must be child-resistant for button/ coin batteries of lithium chemistry of all sizes, and button/coin batteries of a chemistry other than lithium with a diameter of 16 mm or above.
- Compliance testing must demonstrate child- resistant packaging requirements have been met.
- Where multiple button/coin batteries are supplied, blister packaging must be designed to release only one battery at a time.
- Any spare button/coin batteries that are supplied with a consumer good, where the battery is not pre-installed in a secure battery compartment, must be enclosed in child-resistant packaging.

WARNINGS

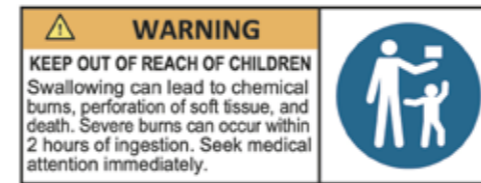
Coin batteries of lithium chemistry with a diameter of 20mm and above must be marked with an internationally recognised “Keep Out of Reach of Children” symbol. The symbol must be clearly visible and at least 6mm in diameter.

Example of an internationally recognised ‘Keep Out of Reach of Children’ symbol



Button/coin battery packaging must contain warnings and information to alert consumers to the hazard they pose to children and provide clear directions on what to do in the event a child is suspected to have swallowed or inserted a battery.

Example of a suitable packaging warning for button/coin batteries



OTHER RECOMMENDED WARNINGS

The information standard also includes a number of recommended warnings that are not mandatory but are considered best practice:

- Button/coin batteries supplied online should include a warning in the product description to alert consumers that button/coin batteries are hazardous.
- Button/coin battery packaging should include contact information for the Australian Poisons Information Centre.
- Button/coin battery packaging should include advice about how to safely dispose of the battery.
- Where size permits, all button/coin batteries, including lithium batteries smaller than 20mm and all non-lithium button/coin batteries, should be marked with an internationally recognised “Keep Out of Reach of Children” symbol.

BARCODE & BARCODE STICKER

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.





AU \$00.00	NZ \$00.00
SG \$00.00	MYR00.00

HAPPY
EASTER

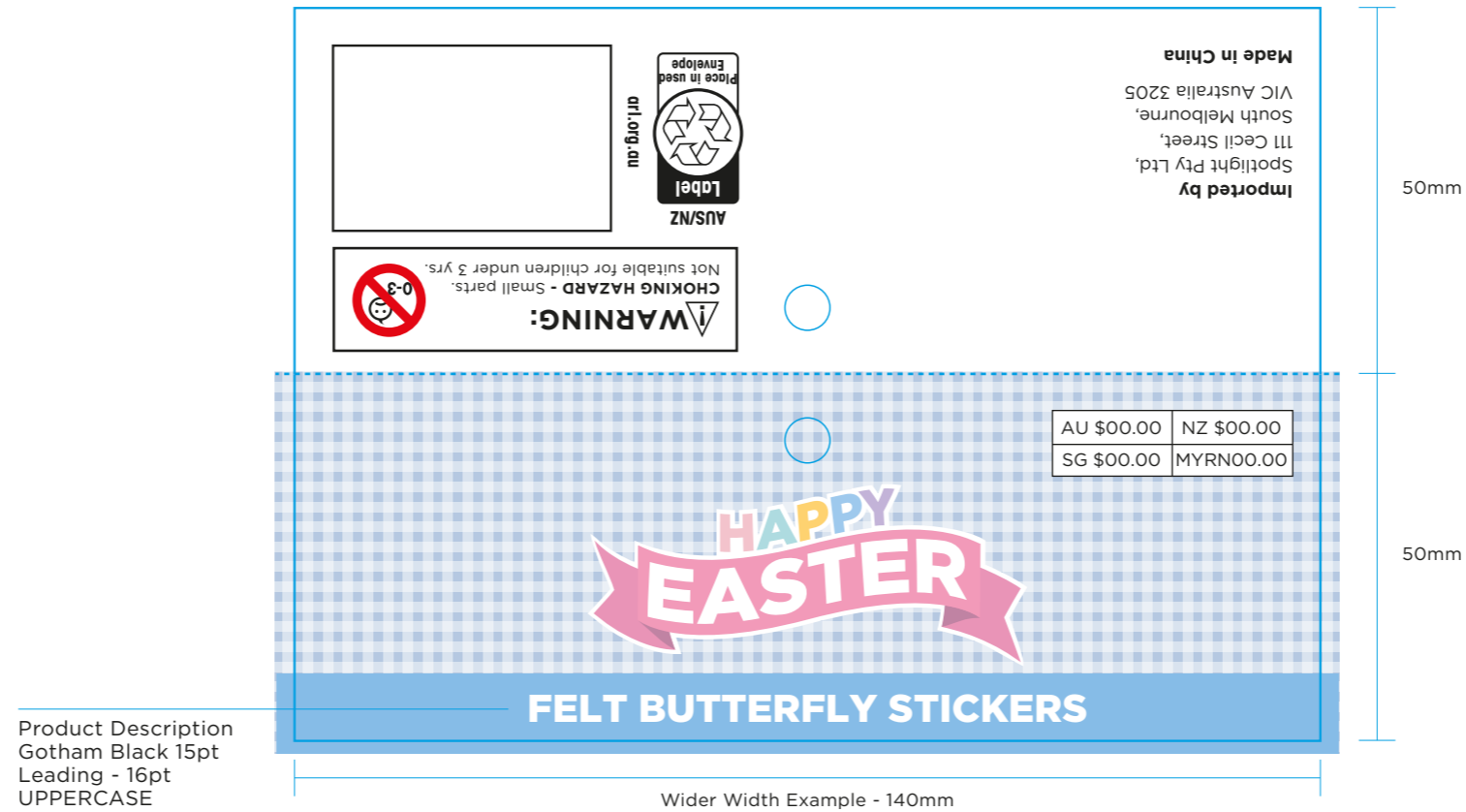
FELT BUTTERFLY STICKERS



HEADER CARD

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

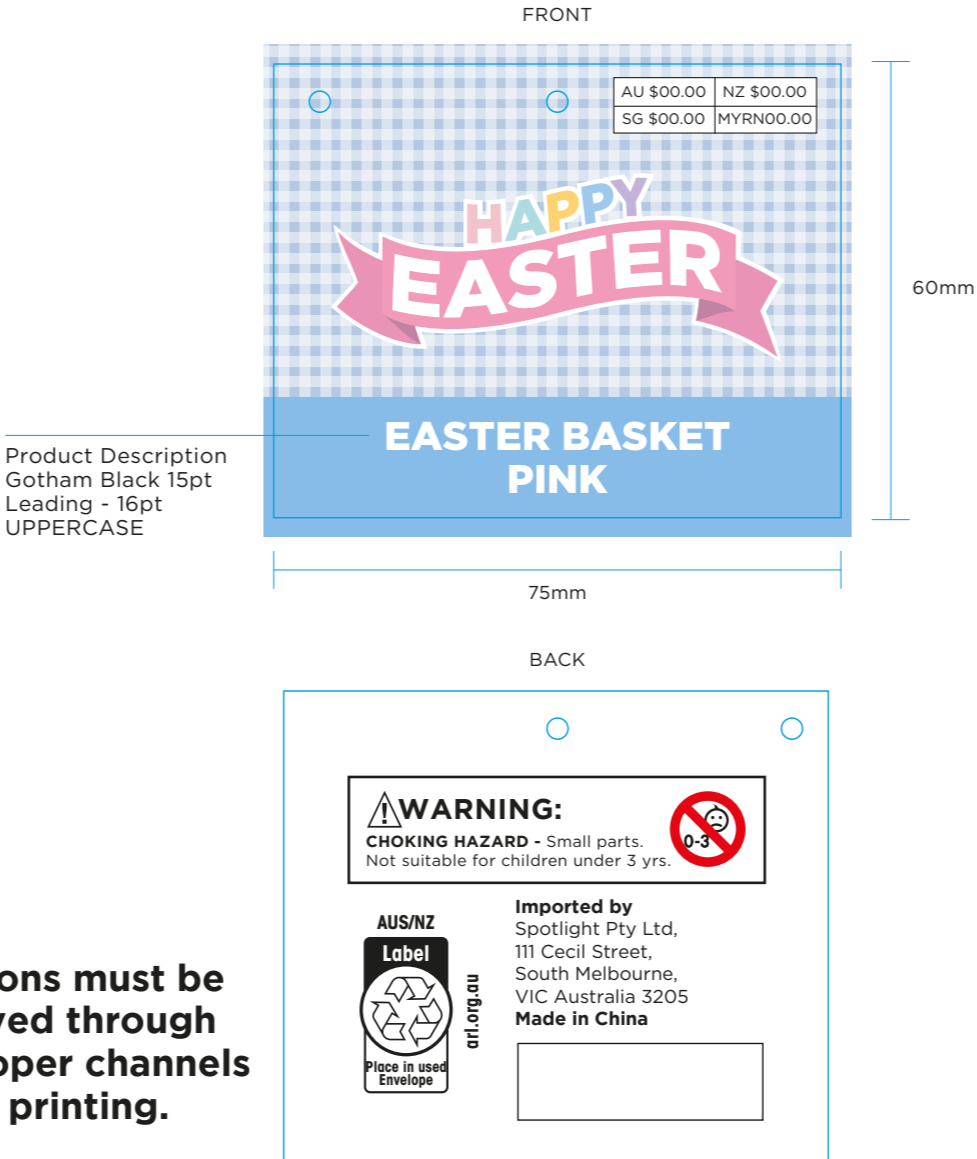




SWING TAG

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%





HAPPY
EASTER

EASTER BUNNY
RIBBON

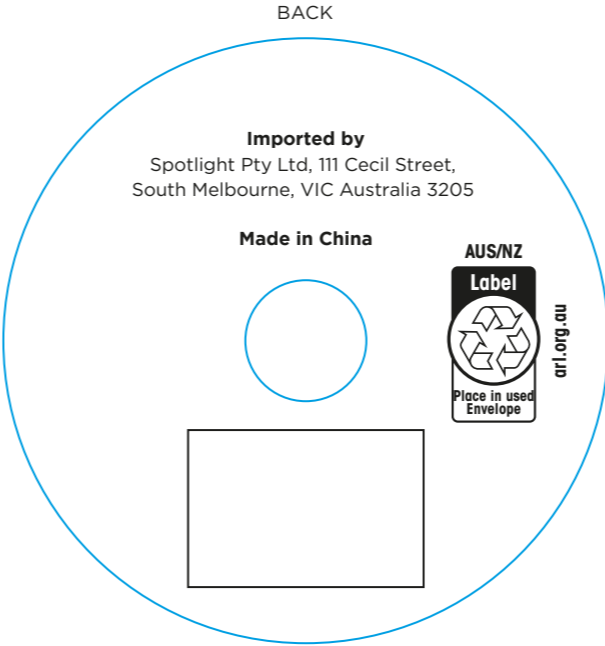
AU \$00.00	NZ \$00.00
SG \$00.00	MYR00.00

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%



Product Description
Gotham Black 15pt
Leading - 16pt
UPPERCASE



ARL icons must be approved through the proper channels before printing.



CDU

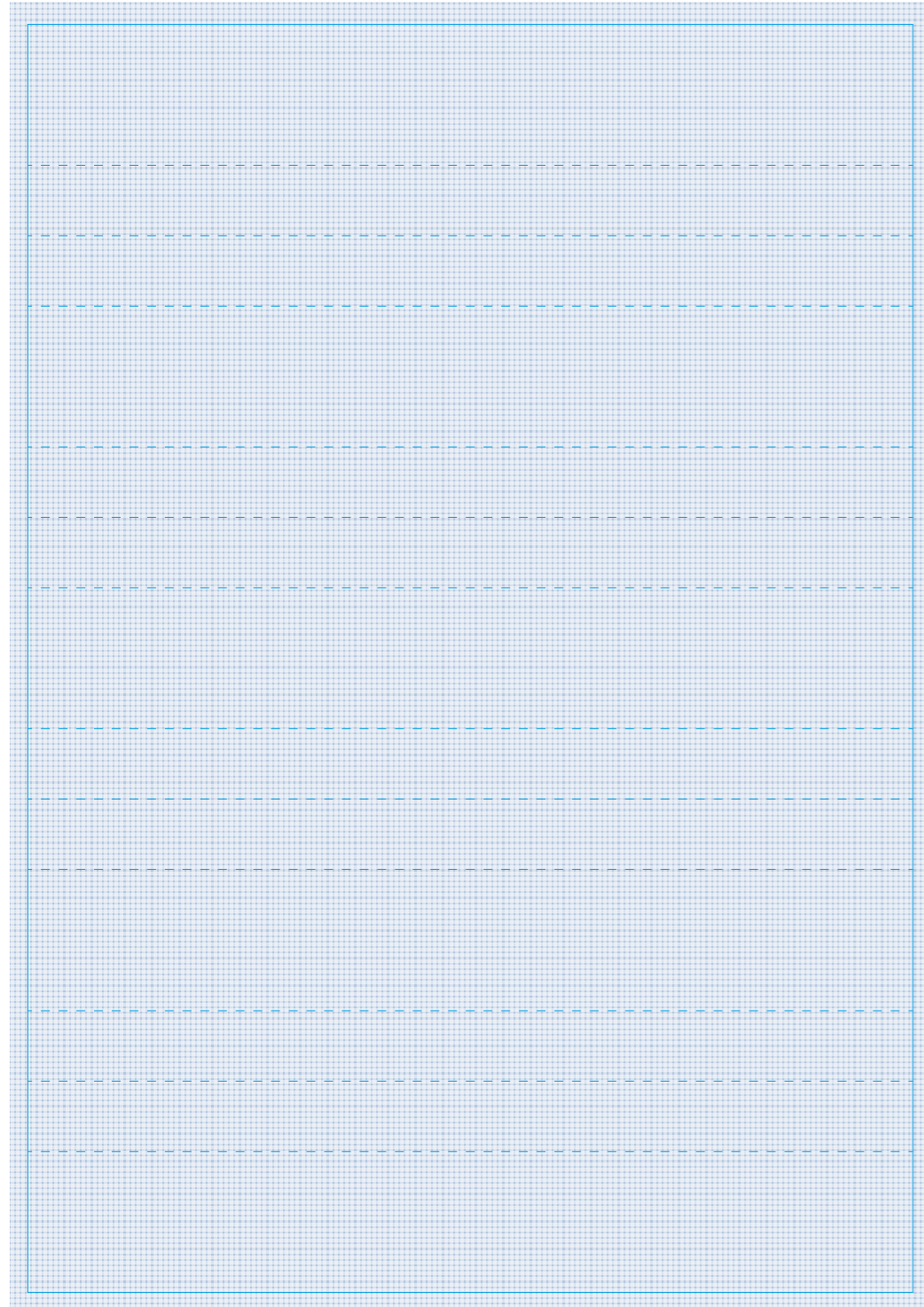
The CDU is to simply have the gingham pattern all over inside and out and the Happy Easter logo placed once on each external side centered within the dieline.

The dieline size must be as per the below measurements as this size is designed to fit 2 CDUs side by side on Spotlight shelving.

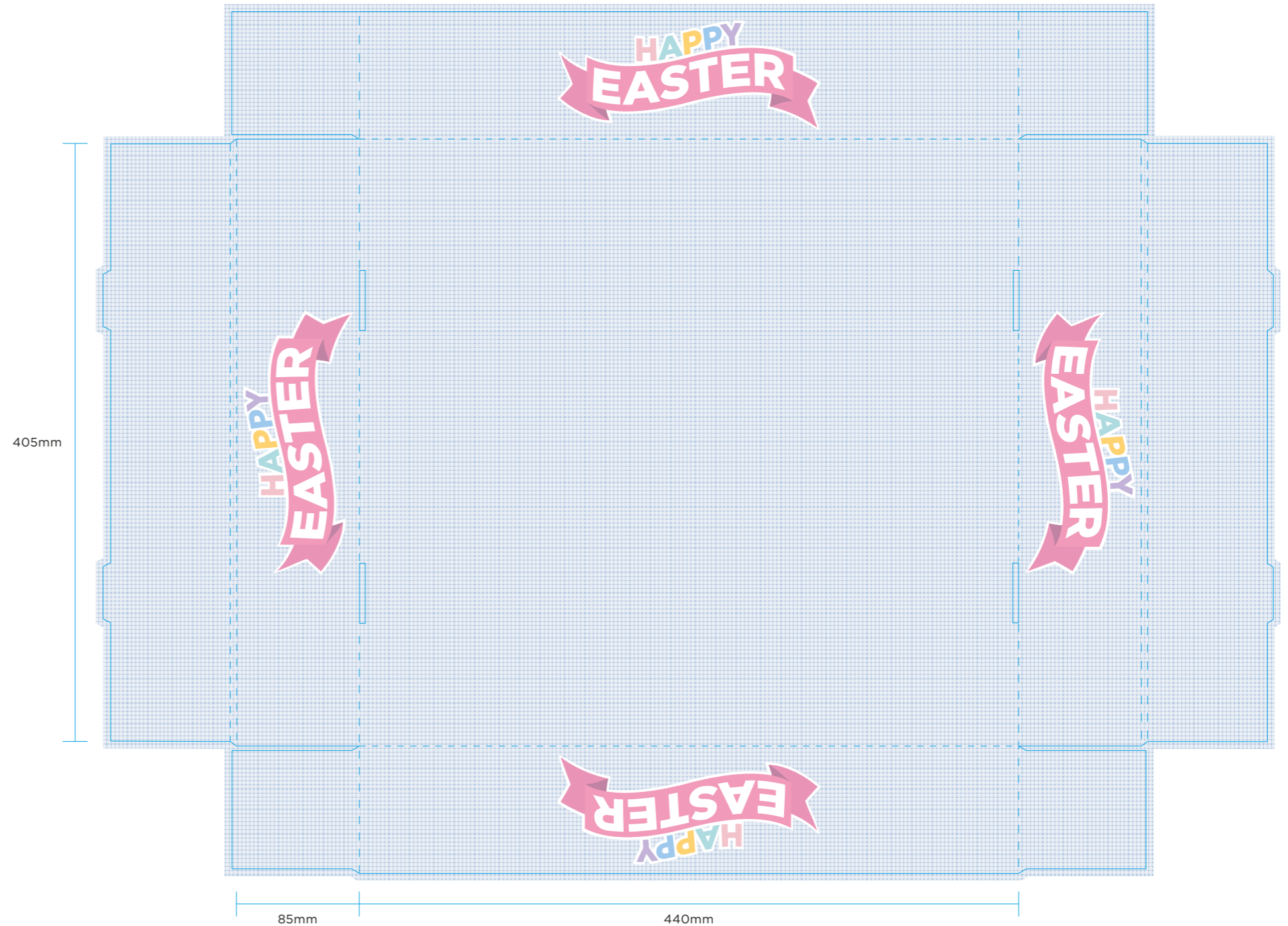
IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 30%

INSERT



CDU EXTERNAL ART





HAPPY EASTER
PLUSH BUNNY HEADBAND

Imported by
Spotlight Pty Ltd,
111 Cecil Street,
South Melbourne,
VIC Australia 3205
Made in China

AU \$00.00 / NZ \$00.00
SG \$00.00 / MYR100.00

HAPPY EASTER
PLUSH BUNNY HEADBAND

Imported by
Spotlight Pty Ltd,
111 Cecil Street,
South Melbourne,
VIC Australia 3205
Made in China

0 36000 29145 2

HAPPY EASTER
PLUSH BUNNY HEADBAND

Imported by
Spotlight Pty Ltd,
111 Cecil Street,
South Melbourne,
VIC Australia 3205
Made in China

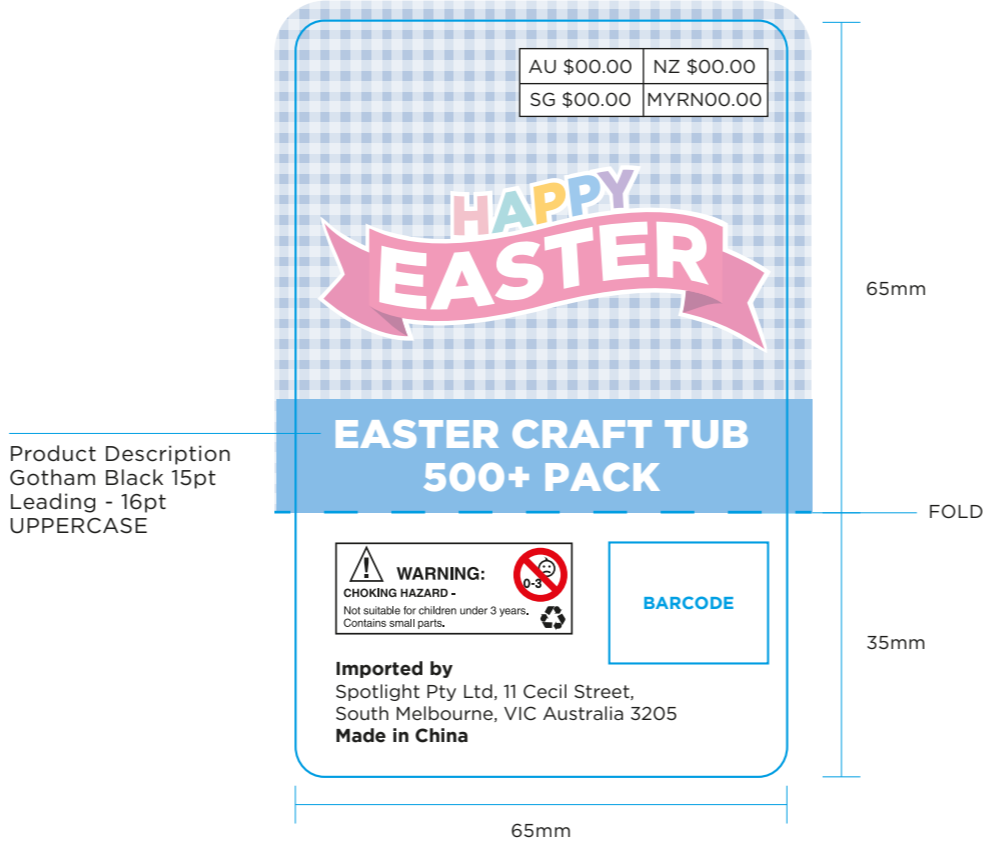
AU \$00.00
SG \$00.00

0 36000 29145 2

STICKER

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.
All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%





HAPPY
EASTER

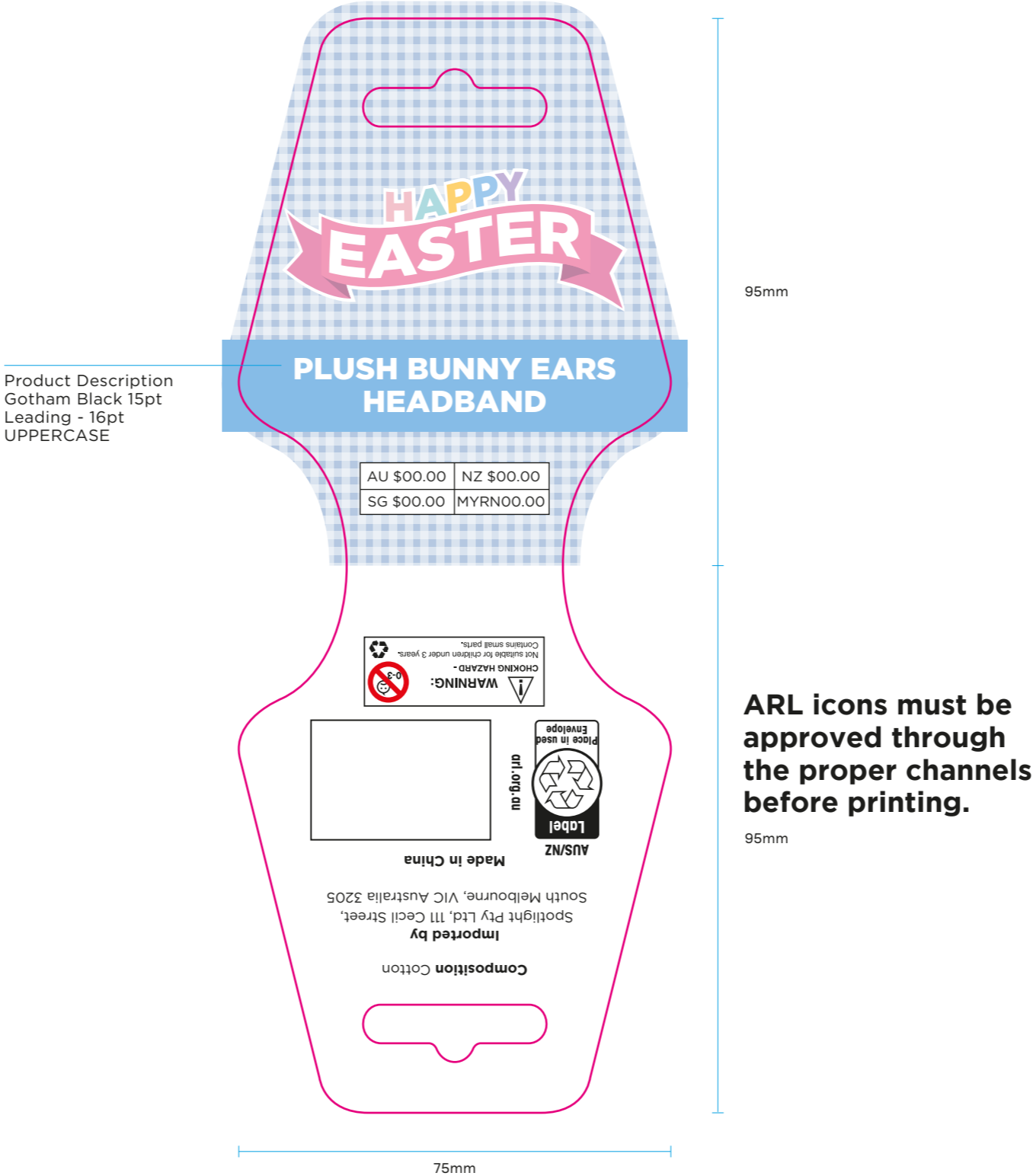
PLUSH BUNNY EARS
HEADBAND

AU \$20.00	NZ \$20.00
SG \$20.00	MYR100.00

HEADER CARD - HEADBANDS

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%



AU \$00.00	NZ \$00.00
SG \$00.00	MYRN00.00

HAPPY
EASTER

EASTER BUNTING



BACKING CARD

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

FRONT



Product Description
Gotham Black 15pt
Leading - 16pt
UPPERCASE

EASTER BUNTING

120mm
Can change to suit

50mm

100mm
Can change to suit

BACK



ARL icons must be approved through the proper channels before printing.

BACKING CARD

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

FRONT

Product Description
Gotham Black 15pt
Leading - 16pt
UPPERCASE

55mm

100mm
Can change
to suit

Minimum Width - 85mm

BACK

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

Made in China

AUS/NZ
Label
Place in used
Envelope
arl.org.au

ARL icons must be approved through the proper channels before printing.



HAPPY
EASTER
COOKIE CUTTERS 4 PACK

ALL 80040 12Z 300 00
50 80040 12Z 300 00

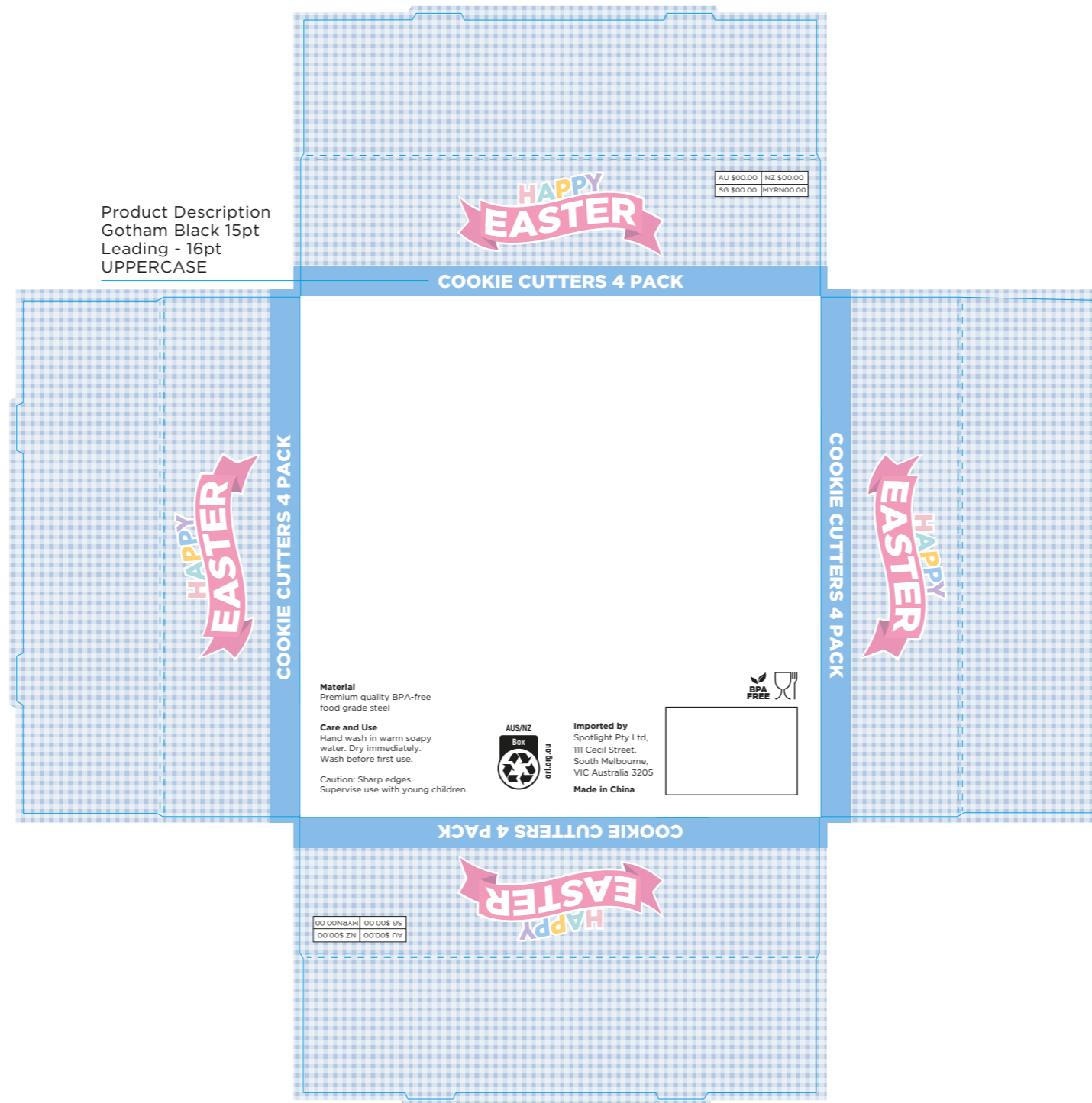
COOKIE CUTTERS 4 PACK
HAPPY
EASTER

WASH
Wash with soap and water
before use.
Do not use in microwave.
Do not use on hot surfaces.
Do not use on glass or plastic.
Do not use on metal or wood.
Do not use on paper or fabric.
Do not use on leather or vinyl.
Do not use on stone or concrete.
Do not use on brick or masonry.
Do not use on tile or grout.
Do not use on painted surfaces.
Do not use on varnished surfaces.
Do not use on waxed surfaces.
Do not use on oiled surfaces.
Do not use on greasy surfaces.
Do not use on sticky surfaces.
Do not use on rough surfaces.
Do not use on uneven surfaces.
Do not use on curved surfaces.
Do not use on sharp edges.
Do not use on pointed corners.
Do not use on thin surfaces.
Do not use on brittle surfaces.
Do not use on aged surfaces.
Do not use on stained surfaces.
Do not use on discolored surfaces.
Do not use on damaged surfaces.
Do not use on worn surfaces.
Do not use on scratched surfaces.
Do not use on scuffed surfaces.
Do not use on faded surfaces.
Do not use on faded colors.
Do not use on faded patterns.
Do not use on faded text.
Do not use on faded graphics.
Do not use on faded logos.
Do not use on faded symbols.
Do not use on faded icons.
Do not use on faded arrows.
Do not use on faded lines.
Do not use on faded dots.
Do not use on faded squares.
Do not use on faded circles.
Do not use on faded triangles.
Do not use on faded diamonds.
Do not use on faded stars.
Do not use on faded hearts.
Do not use on faded flowers.
Do not use on faded leaves.
Do not use on faded fruits.
Do not use on faded vegetables.
Do not use on faded animals.
Do not use on faded plants.
Do not use on faded trees.
Do not use on faded mountains.
Do not use on faded rivers.
Do not use on faded lakes.
Do not use on faded oceans.
Do not use on faded skies.
Do not use on faded clouds.
Do not use on faded rain.
Do not use on faded snow.
Do not use on faded ice.
Do not use on faded fire.
Do not use on faded lightning.
Do not use on faded thunder.
Do not use on faded wind.
Do not use on faded rainbows.
Do not use on faded halos.
Do not use on faded auras.
Do not use on faded glows.
Do not use on faded shines.
Do not use on faded sparkles.
Do not use on faded twinkles.
Do not use on faded twinkles.
Do not use on faded twinkles.
Do not use on faded twinkles.



**IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier.
All information on example must be included when generating new artwork for product.**

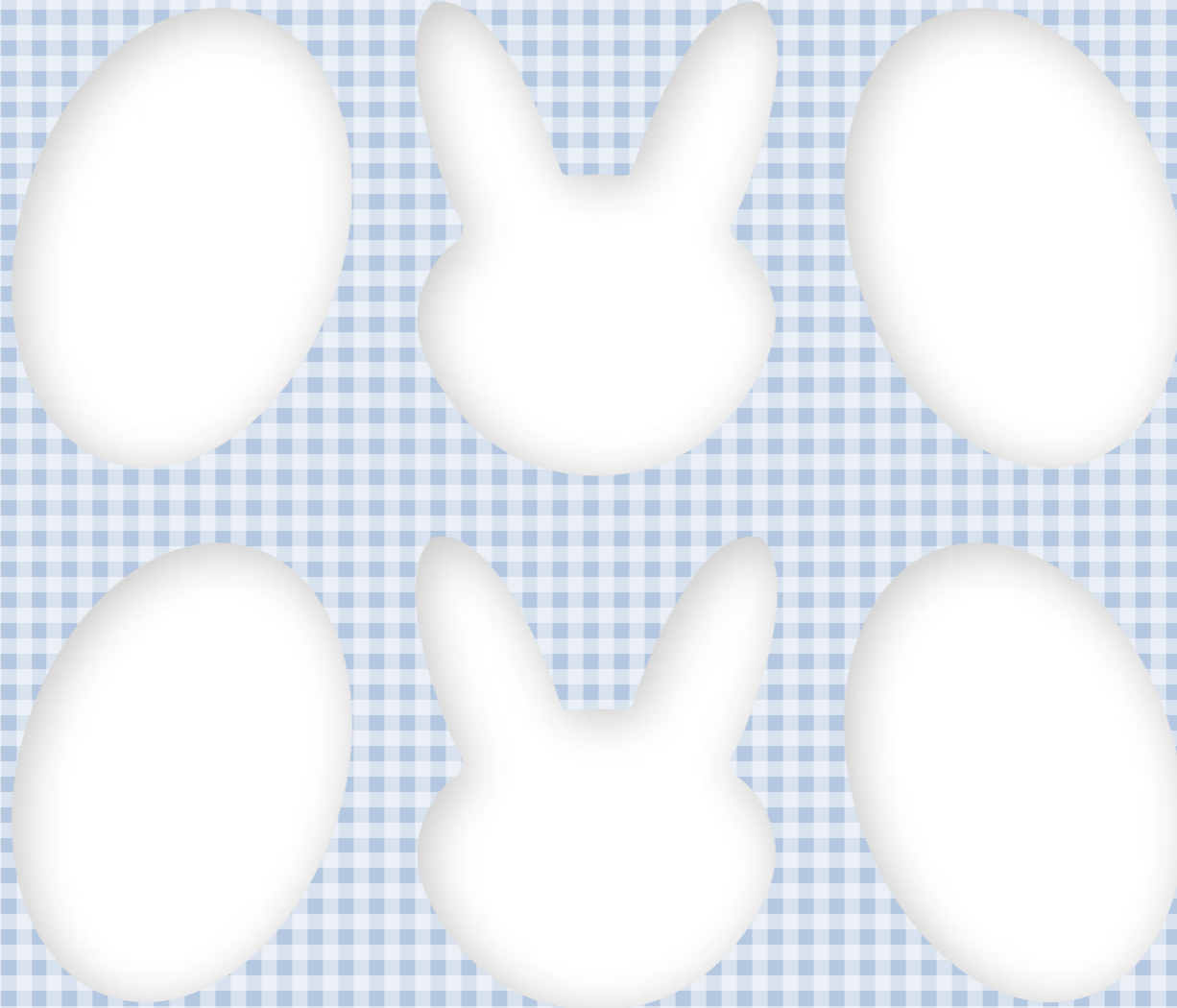
ARTWORK SCALE 60%



AU \$00.00	NZ \$00.00
SG \$00.00	MYRN00.00

**HAPPY
EASTER**

SILICONE MOULD



HEADER CARD WITH DIECUTS

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%

ARL icons must be approved through the proper channels before printing.

Imported by
Spotlight Pty Ltd,
111 Cecil Street,
South Melbourne,
VIC Australia 3205
Made in China

Care and Use
Hand wash in warm soapy water before first use. Dishwasher Safe.
Freezer, Microwave and Oven safe from -60°C up to 180°C.

Material
Premium quality BPA-free food grade silicone. Allows for easy release and quick clean up.

BPA FREE

Label
011.019.010
Place in used Envelope

AU \$00.00	NZ \$00.00
SG \$00.00	MYR00.00

HAPPY EASTER

SILICONE MOULD

120mm
Can change to suit

50mm

100mm
Can change to suit

Product Description
Gotham Black 15pt
Leading - 16pt
UPPERCASE

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 100%



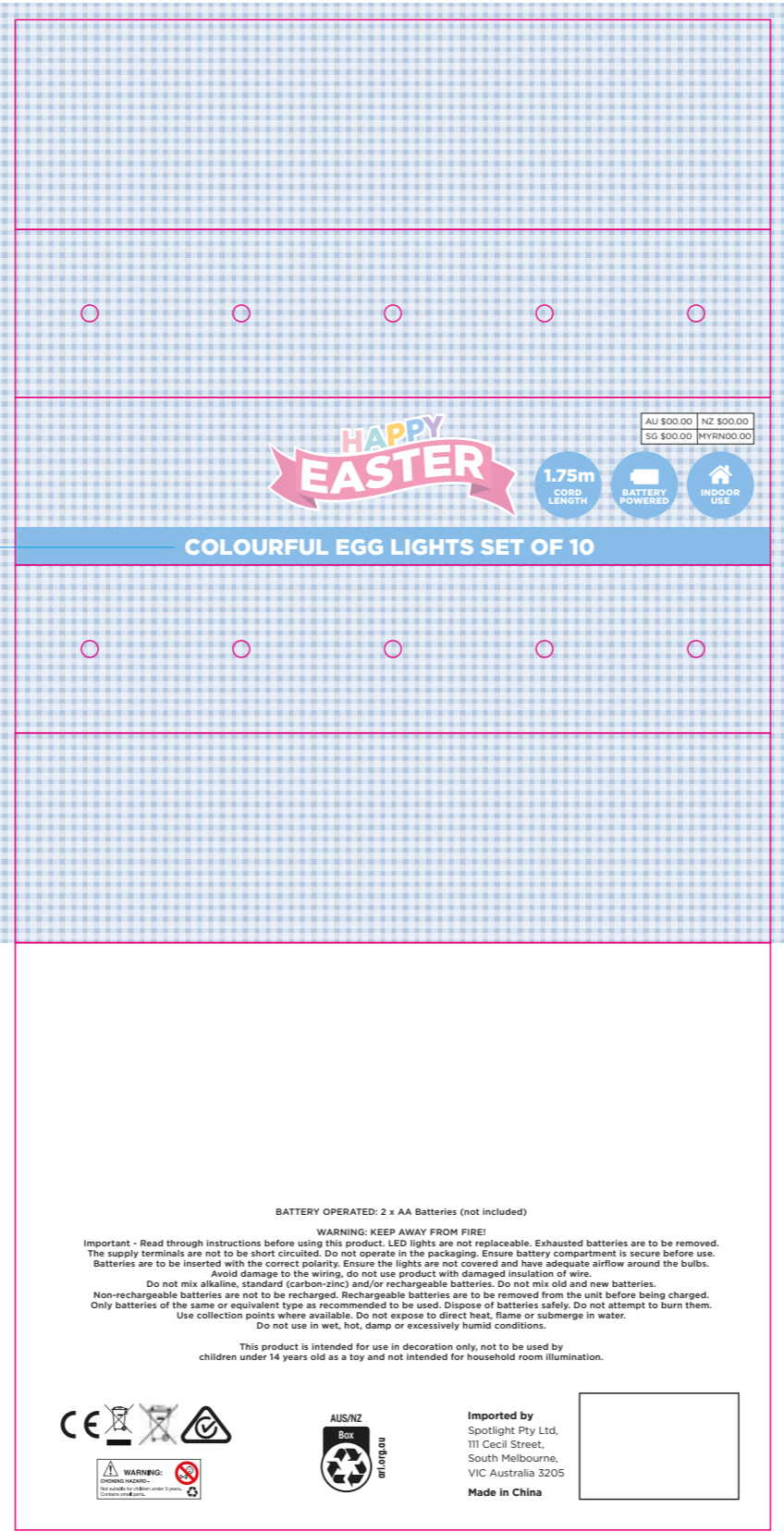
Product Description
Gotham Black 15pt
Leading - 16pt
UPPERCASE

ARL icons must be approved through the proper channels before printing.

IMPORTANT - Dieline is for visual purposes only and needs to be updated by supplier. All information on example must be included when generating new artwork for product.

ARTWORK SCALE 60%

Product Description
Gotham Black 15pt
Leading - 16pt
UPPERCASE



ARL icons must be approved through the proper channels before printing.

BATTERY OPERATED: 2 x AA Batteries (not included)

WARNING: KEEP AWAY FROM FIRE!

Important - Read through instructions before using this product. LED lights are not replaceable. Exhausted batteries are to be removed. The supply terminals are not to be short circuited. Do not operate in the packaging. Ensure battery compartment is secure before use. Batteries are to be inserted with the correct polarity. Ensure the lights are not covered and have adequate airflow around the bulbs. Avoid damage to the wiring, do not use product with damaged insulation of wire.

Do not mix alkaline, standard (carbon-zinc) and/or rechargeable batteries. Do not mix old and new batteries. Non-rechargeable batteries are not to be recharged. Rechargeable batteries are to be removed from the unit before being charged. Only batteries of the same or equivalent type as recommended to be used. Dispose of batteries safely. Do not attempt to burn them. Use collection points where available. Do not expose to direct heat, flame or submerge in water. Do not use in wet, hot, damp or excessively humid conditions.

This product is intended for use in decoration only, not to be used by children under 14 years old as a toy and not intended for household room illumination.

CE, RoHS, WEEE, AUS/NZ Box, Recycled, Imported by Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205, Made in China