



KOO

ELITE



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POSITIONING

KOO ELITE sets the benchmark in quality, with the best fabrics, manufacturing and higher quality thread counts, for hotel quality bedding that will always feel like an extra touch of luxury in the home.

PURPOSE

To help people elevate their space to create a stylish, happy home they love.

BRAND VALUES

Premium Quality, Timeless, Refined

PERSONALITY

Excellence, Trusted, Considered, Show-Piece

TIER

BEST
BETTER
GOOD
ENTRY

HOUSEHOLD TYPE

TRADITIONAL
CLASSIC
CONTEMPORARY
ON TREND
BEACH HOUSE
ESSENTIALS

CATEGORIES

BED LINEN
BEDDING
BLANKETS
BATH
HOME TEXTILES
DECORATOR
FURNISHINGS

LOGO



LOGO



LOGO 1

Main logo with gradient to be used all packaging.



LOGO 2

Secondary logo in black to be used on labels and other embellishments.

STANDARDISED SIZING ON PACKAGING



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, colours and composition should remain as indicated in this document - there are no exceptions.



Do not change logo colour or gradient



Logo must have a gradient



Do not rotate the logo



Do not distort or warp the logo in any way



Do not resolve the logo in two different colours



Do not add a stroke to the logo



Do not outline or create a keyline around the logo



Do not change the typeface or recreate the logo

COLOURS & TYPOGRAPHY



RICH BLACK

CMYK 40 40 40 100

RGB XXX



WHITE

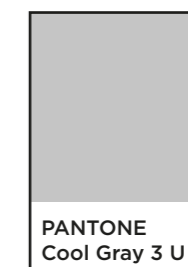
CMYK 0 0 0 0

RGB 255 255 255



GRADIENT

These are the key Pantones used to create the KOO Elite Logo Gradient. Please note that these are just a guide as more colours are created as these colours blend together.



TYPEFACES

The primary font is Graphie, used in both bold and book fonts.

The uses of these typefaces are listed throughout the document.

Graphie Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Graphie Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



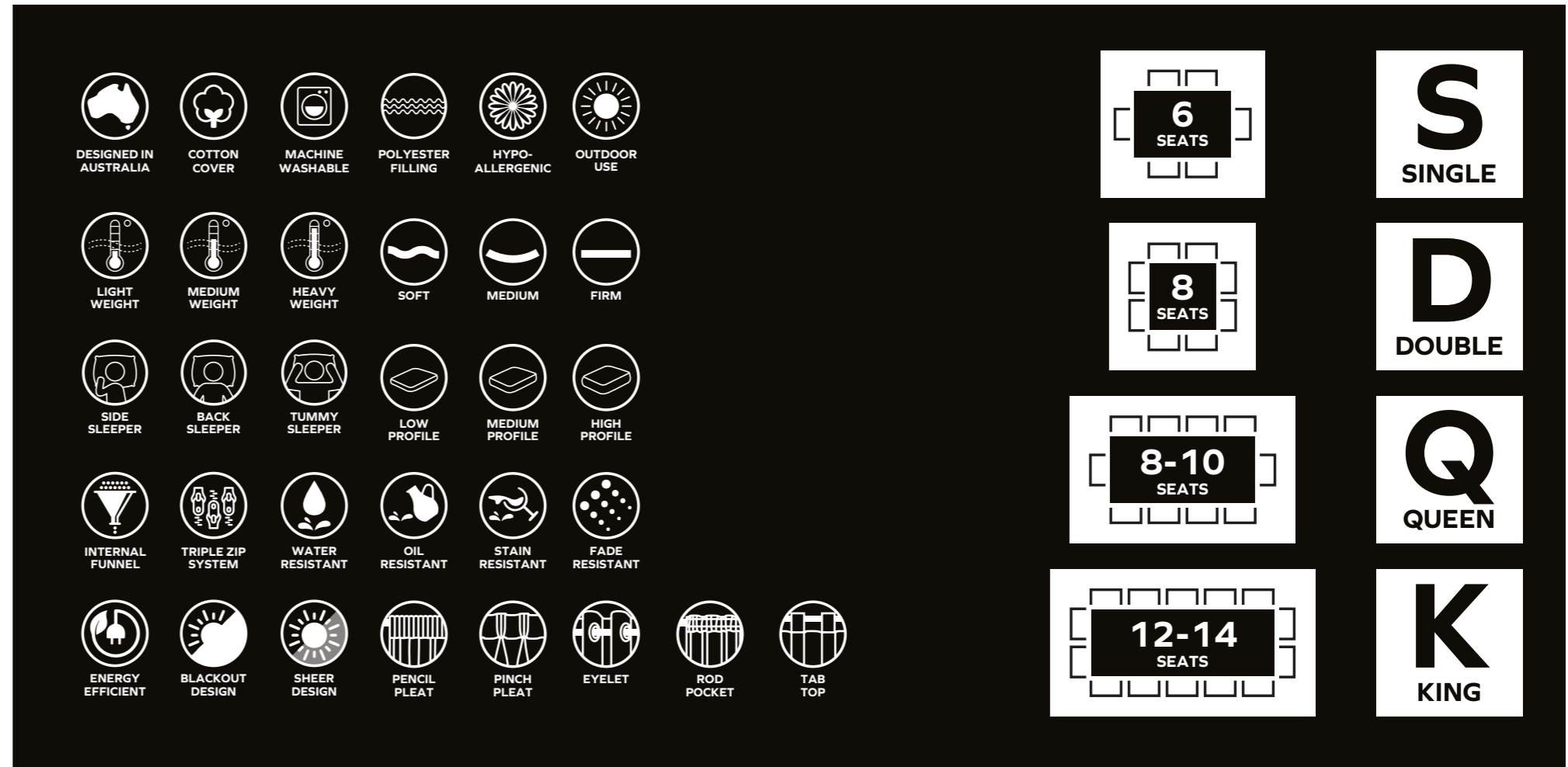
ICONS/CALLOUTS

There are many different types of icons used throughout the KOO range.

There are size icons used for quilts, sheets and other bedding as well as other styles for couch covers and table cloths.

It is important that these are used in the correct sizing and positioning on the applicable packaging to help customers clearly see their options and help them find the correct size they need. You can find this information throughout the document under each category mentioned.

There is also a range of other icons to help customers see at a glance key features and benefit its of many product types to be used where applicable also. You will find examples of how these are to be used throughout the document.



CARD AND PAPER STOCK QUALITY/FINISH

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

The cardstock should have a **matte 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.



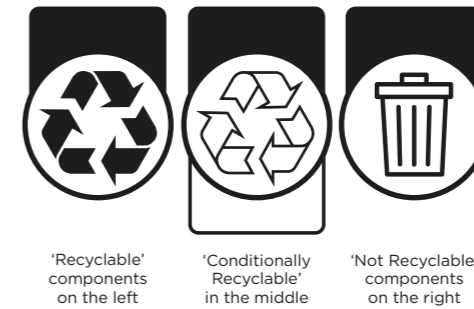
Conditionally Recyclable

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.**



‘Recyclable’ components on the left
‘Conditionally Recyclable’ in the middle
‘Not Recyclable’ components on the right

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.

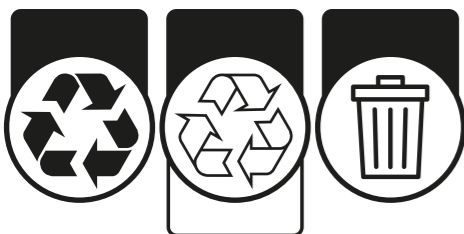
If products are sold to both markets, it is at the Members’ discretion to refer to the most applicable ARL URL and corresponding artwork(s). Organisations are encouraged to utilise the URL reflective of where most of the product will be sold.

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

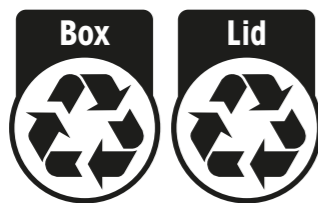
The ARL symbol may be any one solid colour provided the symbol(s) are clear, legible and compatible with the packaging background. The ARL is not permitted to be placed on a busy background. A reversed version has been created for darker backgrounds. Please note: The Recyclable ARL should always have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

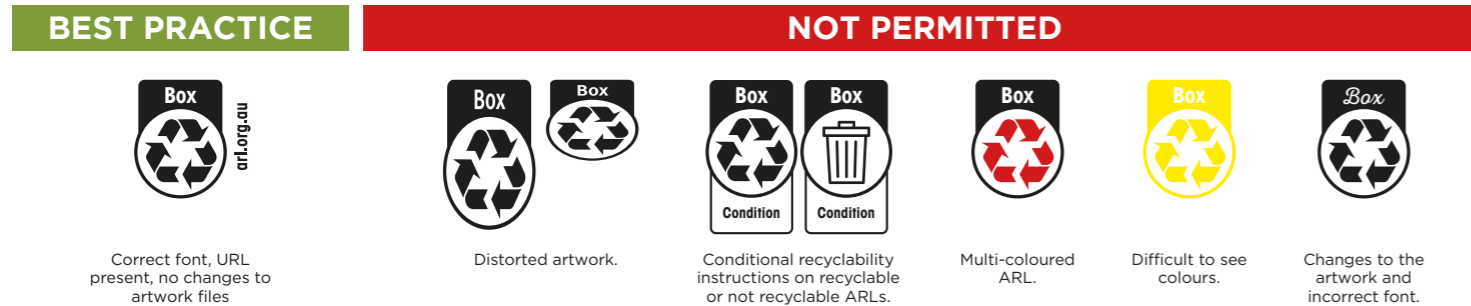
The below design considerations must be adhered to when applying the ARL artwork to product packaging.

- 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.



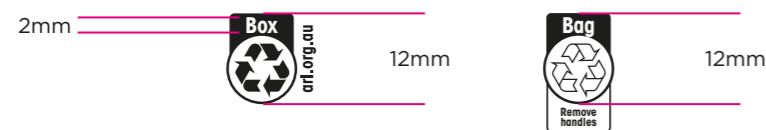
- For larger pack sizes, we recommend that the text size of the ARL be that similar to other text on pack to ensure consumer awareness and legibility.

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).



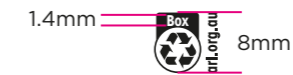
MICRO ARL STYLE GUIDE

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.

ARL PLACEMENT AND 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.

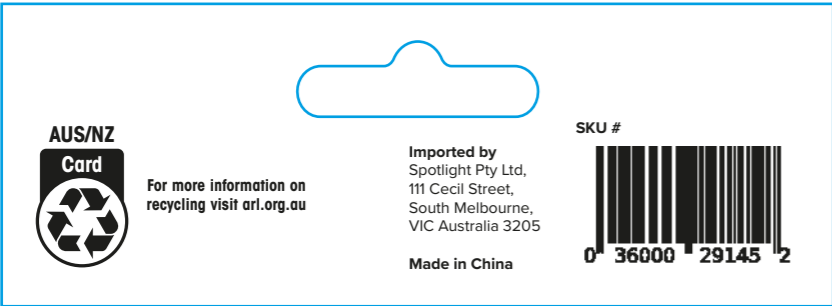
Placement of the ARL on-pack should reflect how the packaging will be disposed of. Outer packaging should have the ARL on-pack relevant to all of the packaging components, whilst the inner packaging components should be labeled with their relevant ARL.

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.

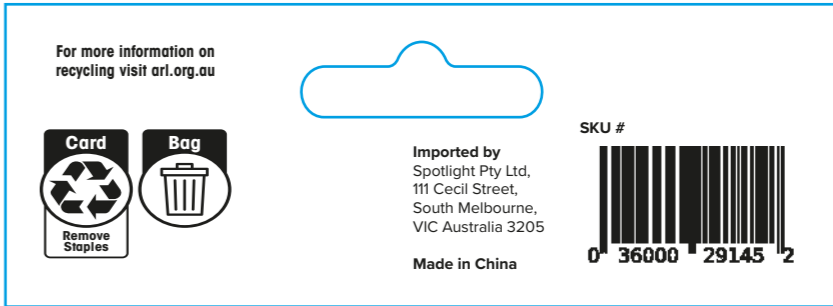
Approved



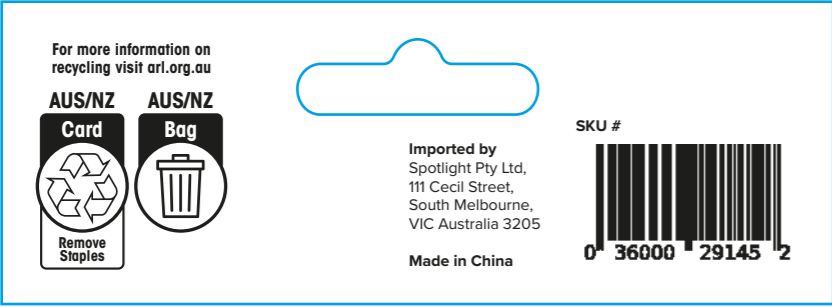
Not Approved
Paired with non-ARL icons



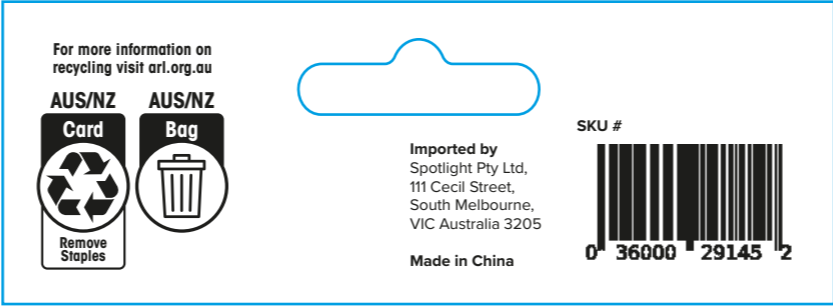
Not Approved
Distorted artwork



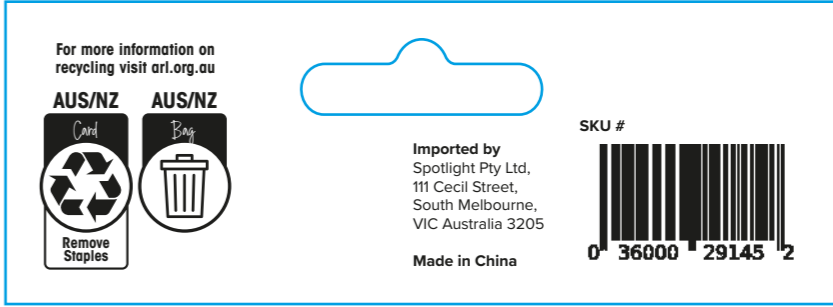
Approved



Not Approved
Conditions on solid mobius



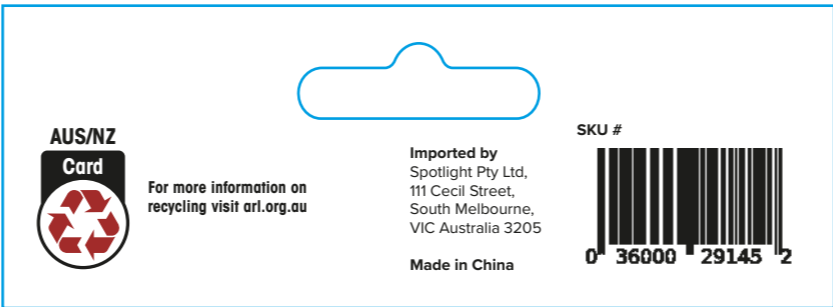
Not Approved
Incorrect font used



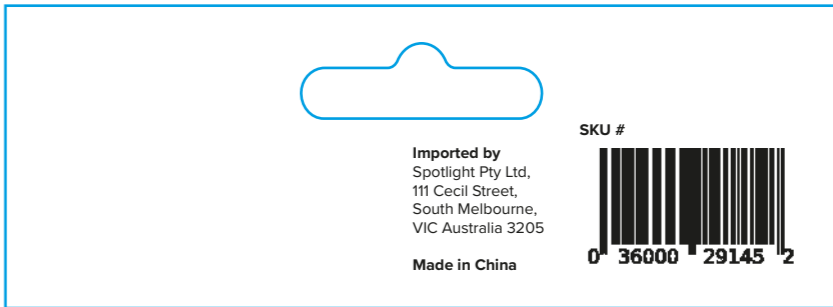
Approved
Colours inversed correctly



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. 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.

REUSE REPURPOSE ICON USE



Figure 1: The 2025 National Packaging Targets

Overview

As we strive for 100% of packaging to be reusable, recyclable or compostable by 31st December 2025 (Figure 1), there's both opportunity and urgency to adopt reusable packaging in B2C and B2B applications.

We've developed the **Reuse or Repurpose logo** (Figure 2) as an on-pack label and visual prompt for our customers to consider extending the lifecycle of our packaging through reuse or an alternate use, ultimately to minimise waste sent to landfill.

Definitions

Packaging must be **used again in the same application for which it was originally designed to be defined as reusable**. Importantly, this must be in a purposefully designed system of reuse.

Repurpose vs Reuse

Repurposing is often confused with reuse – for example, rubber bands and glass jars used to hold vegetables can both be kept by customers and repurposed to hold other items, but neither is in a purposefully designed system of reuse for their original application. This doesn't diminish the benefits of repurposing; it's just important to identify the difference.

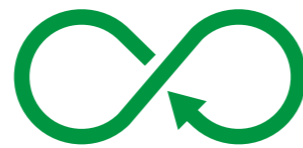
Where we want to make a claim that packaging can be repurposed, we should consider how customers can do this in practice and add instructions for this to the packaging or marketing. For example, a fabric bag on a sheet set could be repurposed by a customer at home to store the sheet set between uses and organise their linen cupboards.

Use in Packaging

An example of how the product can be reused or repurposed must be included with the Reuse or Repurpose logo. The logo and explanation must not be located near the ARL (Australian Recycling Labels) to avoid customer confusion. Please see example of this in use.

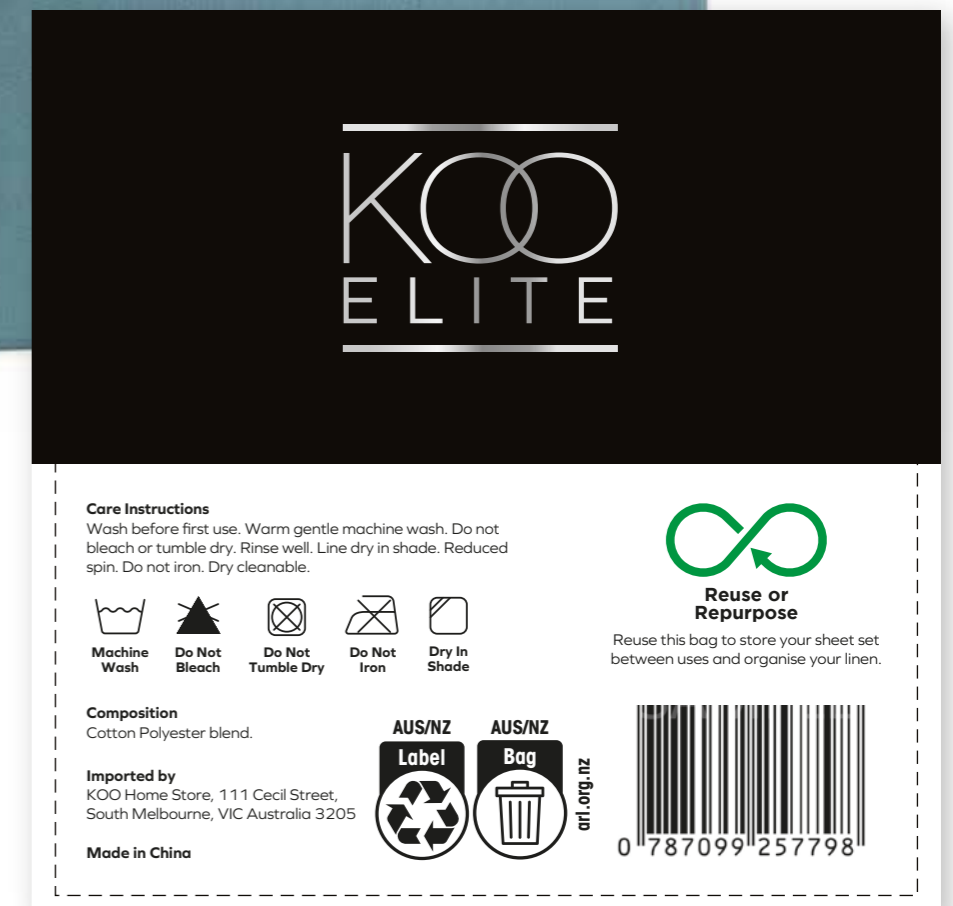
Further Support

- Please contact the packaging designer for access to high resolution artwork.
- Refer to Scaling Up Reusable Packaging, APCO V1 February 2022, for more information. Please contact Sustainability & Social Responsibility Specialist if you require access to this document.



Reuse or Repurpose

Figure 2: Reuse or Repurpose logo



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. 1x Quilt Cover & 2x Standard Pillowcases).

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 KOO Home Store, 111 Cecil Street, South Melbourne, VIC Australia 3205	Imported by KOO Home Store, 111 Cecil Street, South Melbourne, VIC Australia 3205	Graphie - Bold 6pt
Made in China	Made in China	Graphie - Book 6pt
		Graphie - Bold 6pt

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 a 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).

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.

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.

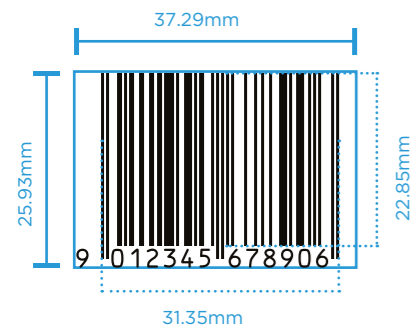
White Area: 37.29mm (W) x 25.93mm (H)

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.



PRODUCT INFORMATION

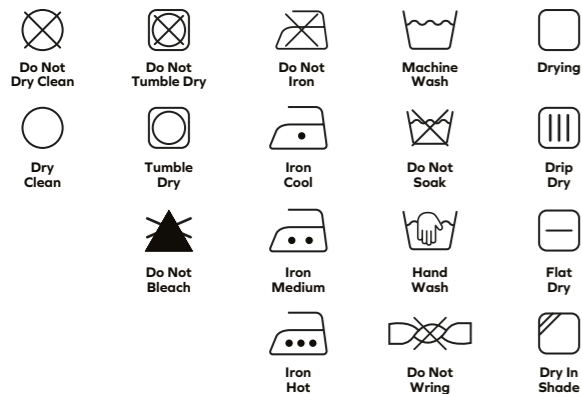
All textile products such as bedding, napery and other manchester must include a sewn in care label.

This label must include all the details below such as the KOO Elite logo, the product compositions such as 100% cotton, 100% polyester for example, and care and use such as do not bleach, line dry, hand wash only etc as well as the product information and country of origin.

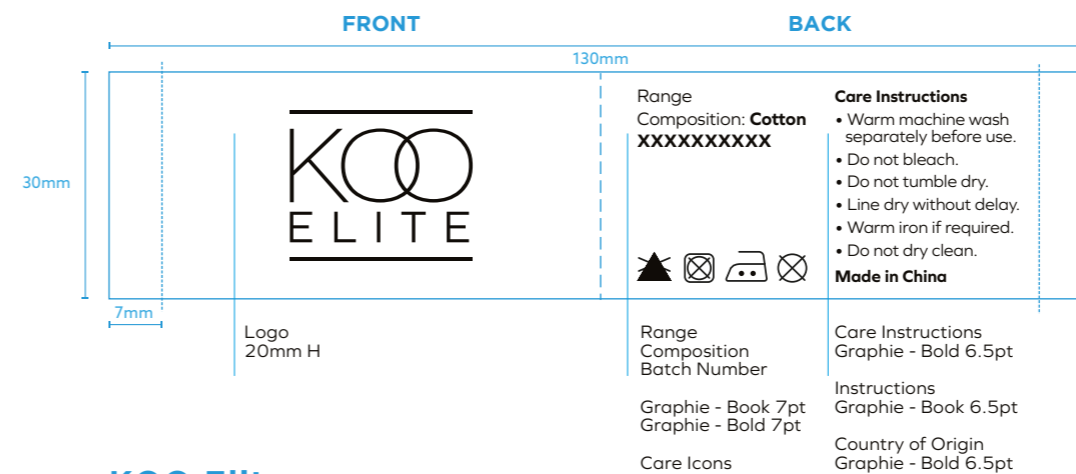
Example as per below.

Supplier is required to update material, care instructions and country of origin to create artwork for product.

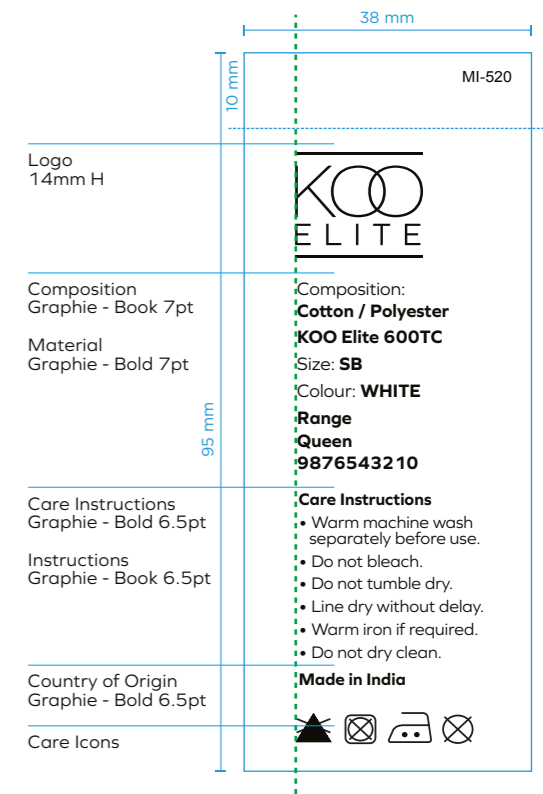
FABRIC WASHING INSTRUCTION ICONS



KOO Elite Double Sided Care Label



KOO Elite Double Sided Size Label



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 be sent 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 KOO 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 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.





QUILT COVER PACKAGING



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%

BACK PANEL

- Barcode
- Address
- Care Instructions - Written & Care Icons
- Composition
- Photography Note
- Graphic - 6pt

50mm

217mm
To change to
suit product
Full Height
of example
327mm

60mm



TOP PANEL

Logo Sizing Icon

Logo 30mm High

*Note there are more rules for what is to be included when the width of the top panel is above 120mm, please see the next page for further details

FRONT PANEL

Logo Sizing Icon

Logo 30mm High

Product Name (Title Case)
Graphic Book - 40pt
Product Description (Title Case)
Graphic Bold - 40pt

Inclusions
Graphic Bold - 10pt
Inclusions Size
Graphic Book - 10pt

Composition
Graphic Book - 10pt
Material/s
Graphic Bold - 10pt



55 - 120mm
To change to
suit product

120mm

230mm
packaging width must be full width of the product

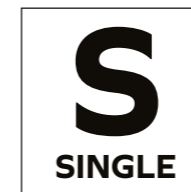
SIZE ICONS

FULL DIELINE CONFIGURATION

BACK PANEL

FRONT PANEL

TOP PANEL



Sizing Icon
Graphic Bold - 60pt
Size Description
Graphic Bold - 13pt



25mm

25mm

45mm

QUILT COVER PACKAGING

This is the same as the previous pages KOO Quilt cover packaging except for having a wider top panel. This is an example of what the top panel should look like when it is larger than 120mm.

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%

BACK PANEL

- Barcode
- Address 50mm
- Care Instructions - Written & Care Icons
- Composition
- Photography Note
- Graphic - 6pt



217mm
To change to
suit product
Full Height
of example
327mm

60mm

TOP PANEL

*Note these are more rules for what is to be included when the width of the top panel is above 120mm

- Product Name (Title Case) Graphic Book - 40pt
- Product Description (Title Case) Graphic Bold - 40pt

- Inclusions Graphic Bold - 10pt
- Inclusions Size Graphic Book - 10pt

- Composition Graphic Book - 10pt
- Material/s Graphic Bold - 10pt

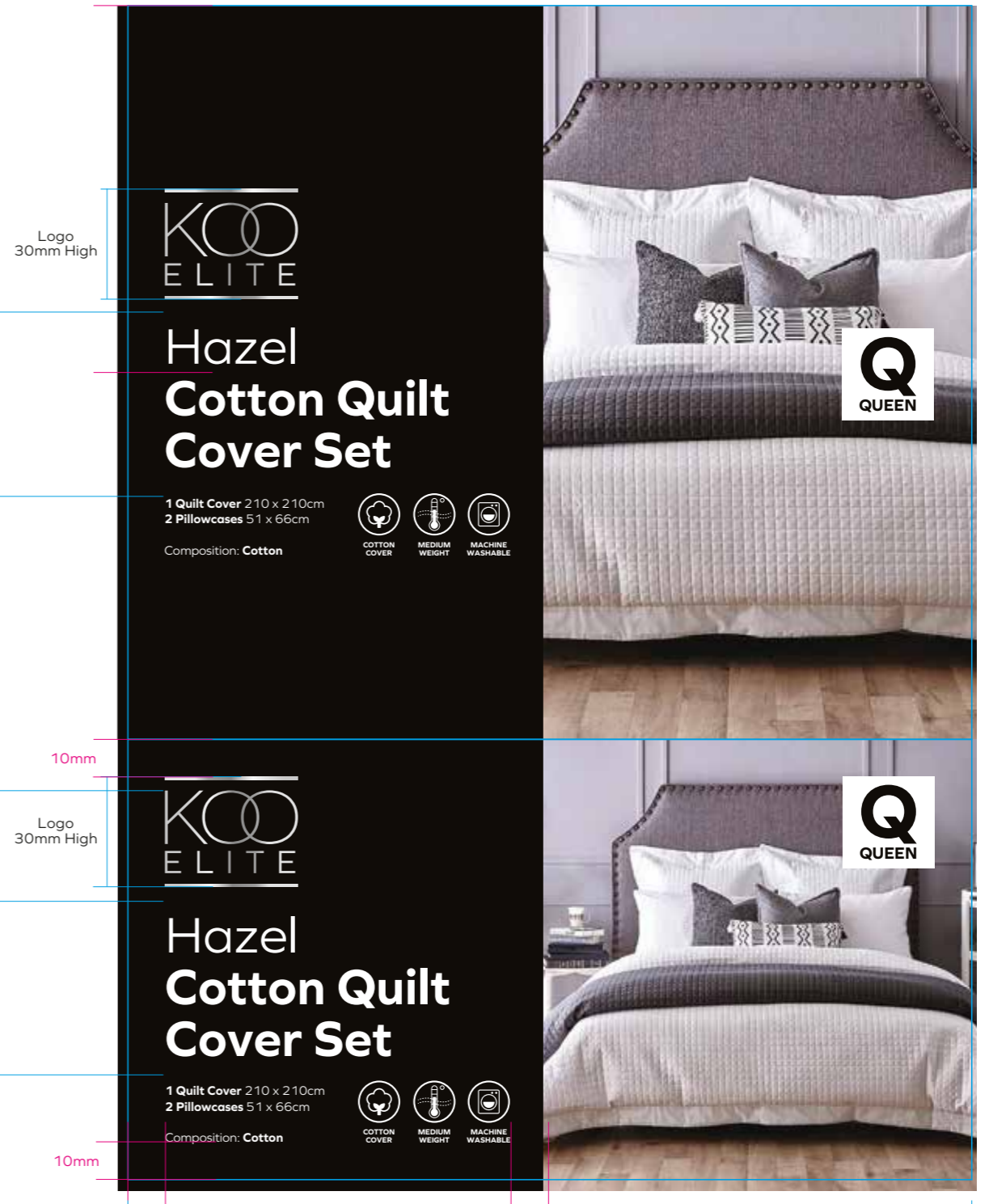
FRONT PANEL

- Logo Sizing Icon

- Product Name (Title Case) Graphic Book - 40pt
- Product Description (Title Case) Graphic Bold - 40pt

- Inclusions Graphic Bold - 10pt
- Inclusions Size Graphic Book - 10pt

- Composition Graphic Book - 10pt
- Material/s Graphic Bold - 10pt



200mm
To change to
suit product

120mm

230mm
packaging width must be full width of the product



QUILT COVER BAGGED PACKAGING - SEWN ON

Dieline size must be the same across all products to maintain consistency.

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.

Packaging and bag design must always be designed in portrait. Tie for the bagged quilt must be at the top.

ARTWORK SCALE: 60%

FRONT

BACK

Logo 30mm High

Product Name (Title Case) Graphie Book - 40pt

Material & Product Description (Title Case) Graphie Bold - 40pt

Inclusions Graphie Bold - 10pt
Inclusions Size Graphie Book - 10pt

Composition Graphie Book - 10pt
Material/s Graphie Bold - 10pt

Stitching to be 3mm in from the side and in the KOO Pantone

Size Icon

Sew Line

Logo 30mm High

Product Icons

220mm

Photography Note

Care Instructions - Written and Care Icons

Address

Country of Origin

Graphie - 6pt

150mm

10mm

5mm

Barcode

5mm

3mm

SIZE ICONS

S

SINGLE

D

DOUBLE

Q

QUEEN

K

KING

Q/K

QUEEN / KING

Sizing Icon Graphie Bold - 60pt
Size Description Graphie Bold - 13pt

25mm

25mm

45mm

25mm



SHEETS PACKAGING

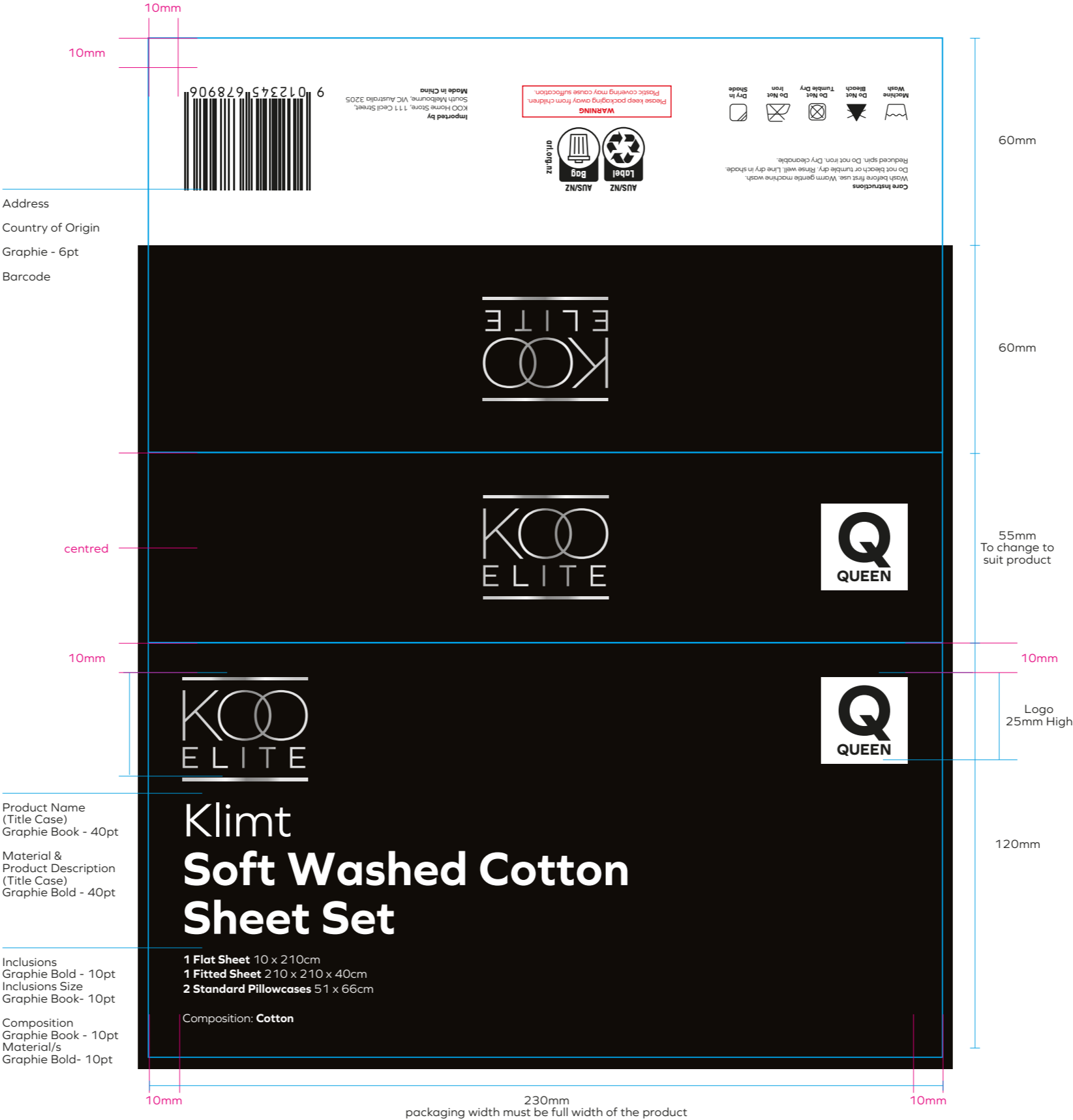


Dieline size must be the same across all products to maintain consistency.

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.

The bag should close at the base, so the domes that fix it closed are on the bottom half at the back of the packaging.

ARTWORK SCALE: 70%



Address
Country of Origin
Graphie - 6pt
Barcode

Product Name (Title Case)
Graphie Book - 40pt

Material & Product Description (Title Case)
Graphie Bold - 40pt

Inclusions
Graphie Bold - 10pt
Inclusions Size
Graphie Book- 10pt

Composition
Graphie Book - 10pt
Material/s
Graphie Bold- 10pt



KOO ELITE **Q QUEEN**

Klimt Cotton Sheet Set

1 Flat Sheet 245 x 265cm
1 Fitted Sheet 152 x 203 x 40cm
2 Standard Pillowcases 48 x 74cm

Composition: 225 Thread Count Cotton



KOO ELITE

Care Instructions:
Wash in cold water. Iron gently on the inside. Do not bleach or tumble dry. Please refer to the care label on the inside of the product.

Machine Wash **Do Not Bleach** **Do Not Tumble Dry** **Do Not Iron** **Do Not Dry Clean**

Composition:
Cotton/Polyester blend

Imported by:
KOO Home Store, 111 Carroll Street, South Melbourne, VIC Australia 3205

Made in China

Recycling & Sustainability:
♻️ **REUSE** **REUSE** **REUSE**
Please Reuse or Recycle your waste.

Barcode: 0 787010 217788

SHEETS BAGGED PACKAGING - SEWN ON

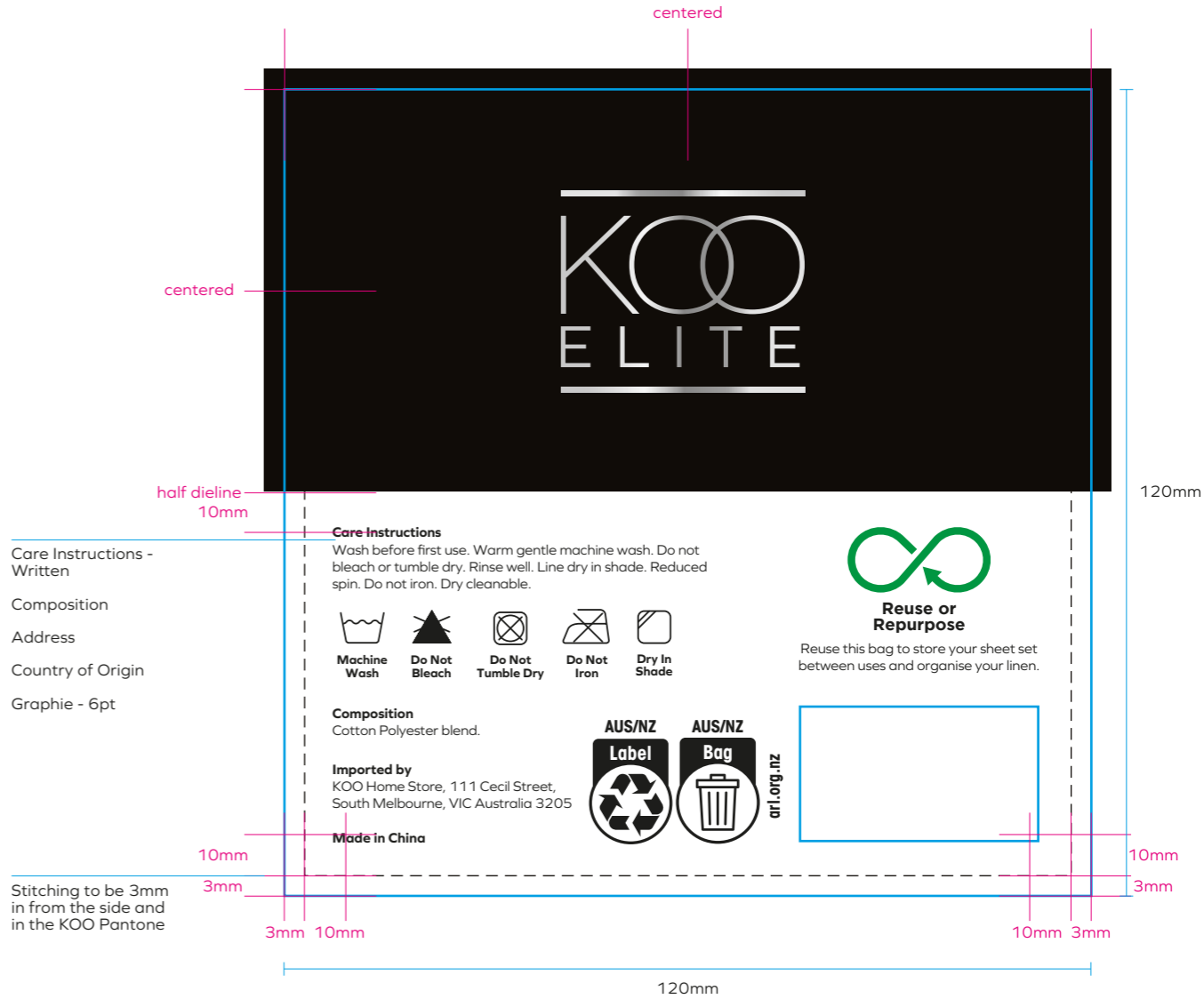


Dieline size must be the same across all products to maintain consistency.

The bag should tie at the top with the labels centred with the front and back panels.

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.

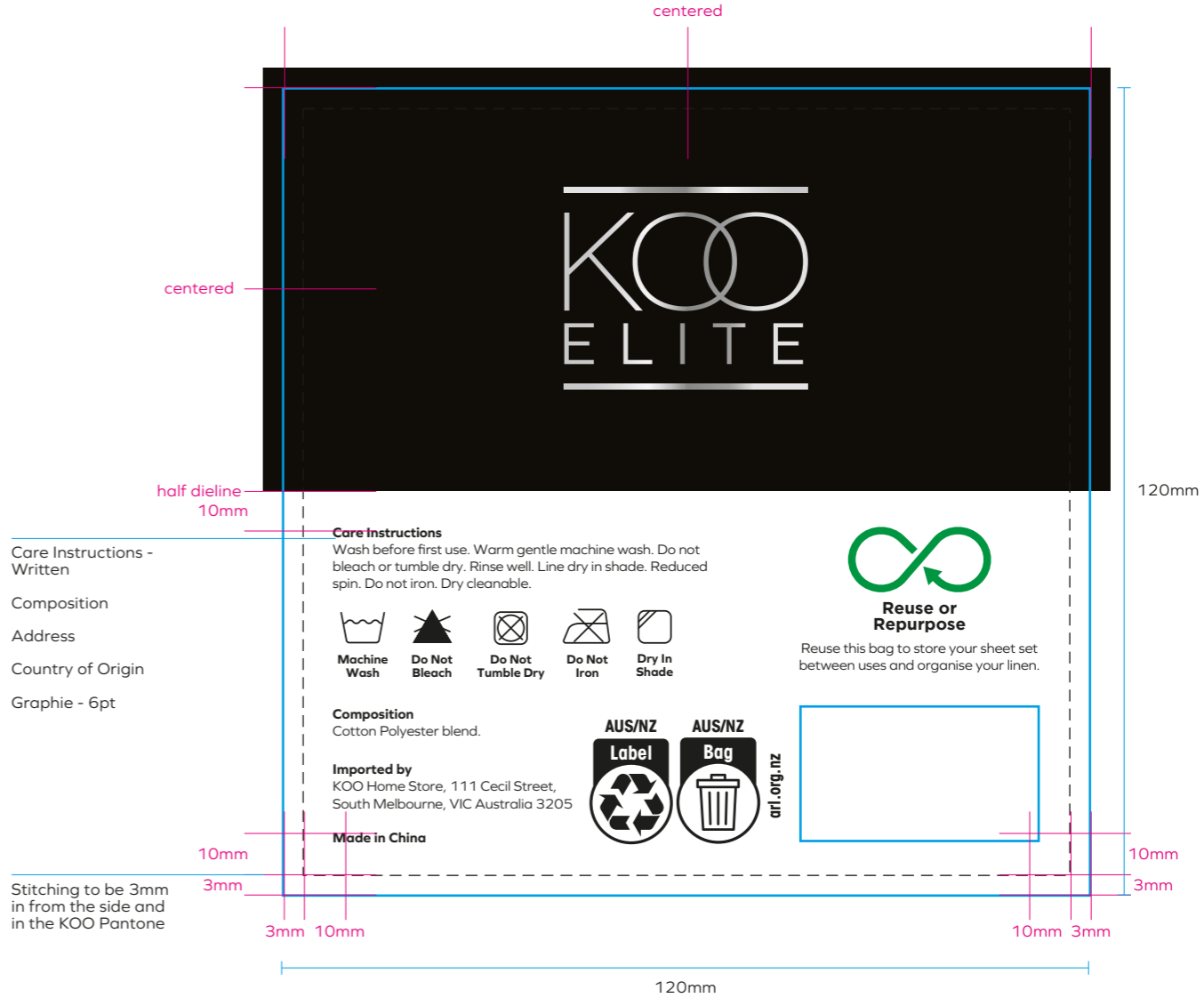
ARTWORK SCALE: 100%





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%





KOO ELITE

QUEEN
310 x 210cm

Deluxe Fibre Medium Weight Cotton Quilt Inner

Cover: Cotton
Inner: Wool & Cotton Blend

- Easy care - machine washable
- Hypoallergenic & antibacterial treated fabric
- Optimal temperature regulation, keeping you warm in winter & cool in summer
- Light weight, perfect for all seasons



CHERRYBLOSSOM



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%

The dieline shows a quilt inner packaging layout with the following elements and dimensions:

- Logo:** KOO ELITE, located in the top left corner with a 10mm margin from the top and left edges.
- Product Size:** A white box in the top right corner contains a 'Q' logo, the word 'QUEEN', and the dimensions '210 x 210cm', with a 10mm margin from the top and right edges.
- Main Title:** 'Deluxe Fibre Medium Weight Cotton Quilt Inner' is centered between the KOO logo and the product inclusions, with a 250mm height.
- Cover and Inner:** 'Cover Cotton' and 'Inner Wool & Cotton Blend' are positioned below the main title.
- Product Features:** A list of four bullet points: 'Easy care - machine washable', 'Hypoallergenic & antibacterial treated fabric', 'Optimal temperature regulation, keeping you warm in winter & cool in summer', and 'Light weight, perfect for all seasons'.
- Care Icons:** Six circular icons are arranged in a 3x2 grid on the right side: 'WOOL & COTTON', 'COTTON COVER', 'MACHINE WASHABLE', 'ALLERGEN SAFE', 'LIGHT WEIGHT', and 'ALL SEASONS'. Below these is a 'COOLER WARMER' indicator with a thermometer icon.
- Bottom Section (50mm height):**
 - Care Instructions - Written:** 'Reuse or Repurpose' logo with text: 'Reuse this bag to store your quilt between uses or organise your linen.'
 - Care Icons:** A set of standard laundry care symbols.
 - Care Instructions:** 'CARE INSTRUCTIONS: WASH SEPARATELY BEFORE USE. WASH DARK COLOURS SEPARATELY. HOT, GENTLE MACHINE WASH. DO NOT BLEACH. WARM TUMBLE DRY. DRIP DRY IN SHADE. WARM IRON. DO NOT DRY CLEAN.'
 - Compliance:** AUS/NZ Label and Bag logos.
 - Imported by:** KOO Home Store, 111 Cecil Street, South Melbourne, VIC Australia 3205.
 - Made in Australia:** from imported materials.
 - Empty Box:** A white rectangular area on the right side of the bottom section.
- Dimensions:** The main body of the packaging is 300mm wide and 250mm high. Margins of 10mm are specified on the top, bottom, left, and right sides of the main body. A 50mm margin is specified at the bottom of the entire dieline.



KOO
ELITE

2
PACK
40 x 70cm

Set of 2 Gusseted Pillows

Cover Cotton
Filling Polyester

- Easy care - machine washable
- Great value multi-pack - set of 2 pillows
- Crafted from high-quality hypoallergenic materials
- Back sleeper - designed to support neck & head

- BREATHABLE & DRY
- HYPALLERGENIC
- MACHINE WASHABLE
- NO SHEDDING
- NO WRINKLES
- NO STAINS

OEKO-TEX
STANDARD 100
Barcode

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%

2

PACK
40 x 70cm

Set of 2 Gusseted Pillows

Cover Cotton
Filling Polyester

- Easy care - machine washable
- Great value multi-pack - set of 2 pillows
- Crafted from high-quality hypoallergenic materials
- Back sleeper - designed to support neck & head

COTTON COVER

POLYESTER

ALLERGEN SAFE

MACHINE WASHABLE

MEDIUM PROFILE

BACK SLEEPER

Reuse or Repurpose
Reuse this bag to store your quilt between uses or organise your linen.

CARE INSTRUCTIONS
WASH SEPARATELY BEFORE USE. WASH DARK COLOURS SEPARATELY. HOT, GENTLE MACHINE WASH. DO NOT BLEACH. WARM TUMBLE DRY. DRIP DRY IN SHADE. WARM IRON. DO NOT DRY CLEAN.

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
MB025 131209 TESTEX
Tested for harmful substances.
www.oeko-tex.com/standard100

Imported by
KOO Home Store, 111 Cecil Street,
South Melbourne, VIC Australia 3205
Made in Australia
from imported materials

Product Name (Title Case)
Graphie Book - 70pt

Product Description (Title Case)
Graphie Bold - 70pt

Centred between KOO logo and product inclusions and composition

Inclusions Graphie Bold - 14pt
Inclusions Size Graphie Book- 14pt

Composition Graphie Book - 14pt
Material/s Graphie Bold- 14pt

Care Instructions - Written

Care Icons

Address

Country of Origin Graphie - 6pt



KOO
ELITE

Georgia Waffle
Cotton Blanket

260 x 240cm

Composition: Cotton

Q
QUEEN

Bitte lesen Sie die Pflegehinweise auf dem Etikett.
Für die optimale Pflege des Produkts lesen Sie bitte die Pflegehinweise auf dem Etikett.
Bitte beachten Sie die Sicherheitsanweisungen auf dem Etikett.



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: 90%

Logo
32.5mm High

Product Name (Title Case)
Graphie Book - 50pt

Product Description (Title Case)
Graphie Bold - 50pt

Inclusions
Graphie Bold - 12pt
Inclusions Size
Graphie Book- 12pt

Composition
Graphie Book - 12pt
Material/s
Graphie Bold- 12pt

Care Instructions - Written

Composition

Address

Country of Origin
Graphie - 6pt

Size Icon
32.5mm High

160mm

260 x 240cm

Composition: **Cotton**

Care Instructions
Wash separately before use. Wash dark colours separately.
Cold, gentle machine wash. Line dry in shade or tumble dry on low.
Warm iron if desired. Do not wring. Do not bleach. Do not dry clean.

Machine Wash, Dry In Shade, Tumble Dry, Iron Medium, Do Not Wring, Do Not Bleach, Do Not Dry Clean

AUS/NZ Label, AUS/NZ Bag, ari.org.nz

Imported by
KOO Home Store,
111 Cecil Street,
South Melbourne,
VIC Australia 3205

Made in China

9 012345 678906

10mm, 280mm, 10mm

SIZE ICONS

S
SINGLE

D
DOUBLE

Q
QUEEN

K
KING

Q/K
QUEEN / KING

Sizing Icon
Graphie Bold - 60pt
Size Description
Graphie Bold - 13pt

25mm, 45mm, 25mm



TABLECLOTH PACKAGING

Dieline size must be the same across all products to maintain consistency.

The bag should close at the base, so the domes that fix it closed are on the bottom half at the back of the packaging.

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: 65%

BACK PANEL

Barcode
Address
Care Instructions - Written & Care Icons
Graphic - 6pt
Sizing Chart

Tablecloth Size	Drop Length	Fits Table Size	No. of Seats
150 x 230cm	25cm	100 x 180cm	6
150 x 260cm	25cm	100 x 210cm	6-8
150 x 300cm	25cm	100 x 250cm	8-10
150 x 340cm	25cm	100 x 300cm	12-14
210 x 210cm	25cm	150 x 150cm	8
210 x 210cm	25cm	130cm Round	6

Care Instructions
Cold machine wash. Wash dark colours separately. Do not bleach. Line dry in shade. Tumble dry low. Do not iron. Remove promptly. Iron on reverse if needed. Do not dry clean.

Imported by
KOO Home Store, 111 Card Street, South Melbourne, VIC Australia 3205

ARTICLE: 87654321
BATCH: 9876543210
COLOUR:
STYLE:
Imported by

Made in China

180mm
packaging must be full width of the product

TOP PANEL

FRONT PANEL

Product Name (Title Case)
Graphic Book - 40pt

Product Description (Title Case)
Graphic Bold - 40pt

Inclusions
Graphic Bold - 10pt
Inclusions Size
Graphic Book - 10pt

Composition
Graphic Book - 10pt
Material/s
Graphic Bold - 10pt

Applicable Icons

150 x 300cm
Composition: Polyester
OIL RESISTANT
STAIN RESISTANT

55mm
To change to suit product

10mm

10mm

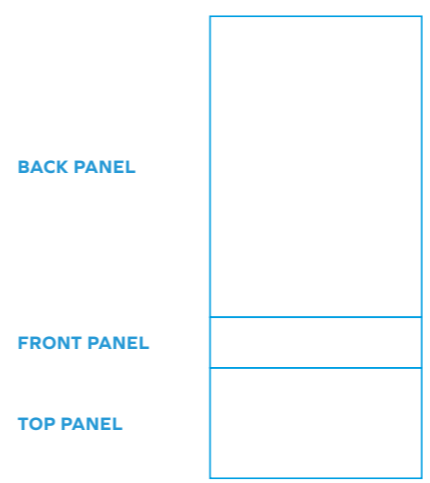
10mm

180mm
packaging must be full width of the product

120mm

Size Icon
25mm High

FULL DIELINE CONFIGURATION



SIZE ICONS

Sizing Icon
Graphic Bold - 18pt
Size Description
Graphic Bold - 8pt



DINING CHAIR COVERS

Dieline size must be the same across all products to maintain consistency.

The bag should close at the base, so the domes that fix it closed are on the bottom half at the back of the packaging.

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: 70%

Product Name (Title Case)
Graphie Book - 40pt

Product Description (Title Case)
Graphie Bold - 40pt

Inclusions
Graphie Bold - 10pt
Inclusions Size
Graphie Book- 10pt

Composition
Graphie Book - 10pt
Material/s
Graphie Bold- 10pt

Size Statement
Fits most armless dining chairs up to 106cm tall.

Instructions
Graphie - 6pt

Step 1
Drape the dining chair cover over the using the positioning labels.

Step 2
Start at the top and stretch down over the seat. Smooth down until flat.

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.

Care Icons
Machine Wash, Do Not Bleach, Do Not Tumble Dry, Do Not Iron, Dry in Shade

Address
Country of Origin
Graphie - 6pt

Barcode
9 012345 678906

Imported by
KOO Home Store, 111 Cecil Street, South Melbourne, VIC Australia 3205
Made in China

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: 80%



**Botticelli
Sofa Cover**

3 Seater Sofa Cover 172 x 180cm
Composition: **Cotton, Acrylic & Polyester**

Product Name (Title Case) Graphie Book - 40pt

Product Description (Title Case) Graphie Bold - 40pt

Inclusions Graphie Bold - 10pt
Inclusions Size Graphie Book - 10pt

Composition Graphie Book - 10pt
Material/s Graphie Bold - 10pt

200mm




3 SEATER



10mm

45mm

10mm

100mm

115mm

10mm Size Icon Graphie - 15pt

5mm

40mm

5mm

200mm

10mm

10mm

Care Instructions - Written

Composition

Address

Country of Origin

Graphie - 6pt

Give your sofa a fresh new look and feel with the KOO Quilted Velvet Sofa Cover. The high quality material will help ensure comfort whilst staying durable.

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.

Machine Wash Do Not Bleach Do Not Tumble Dry Do Not Iron Dry In Shade

AUS/NZ Label AUS/NZ Bag ari.org.nz

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

Imported by
KOO Home Store, 111 Cecil Street,
South Melbourne, VIC Australia 3205

Made in China



9 012345 678906



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%

Instructions
Graphie - 6pt

Care Instructions - Written
Graphie - 6pt

Care Icons
5mm

Warning Label -
Curtains require specific warnings labels. Please see mandatory standard checklists to confirm warning complies.

Photography note

Warning if required

Address

Country of Origin
Graphie - 6pt

Barcode

Logo
35mm High

Product Name
Graphie Book - 40pt

Product Description
Graphie Bold - 40pt

Inclusions
Graphie Bold - 10pt
Inclusions Size
Graphie Book- 10pt

Composition
Graphie Book - 10pt
Material/s
Graphie Bold- 10pt

1 Pair of Curtains
To fit a window 140-220cm wide
Drop 223cm
Colour Silver

Composition: Polyester Cotton

Versatile curtain that can be hung in 3 ways

ROD POCKET **ENERGY EFFICIENT** **BLACKOUT DESIGN**

WARNING
Curtain and blind cords have caused the death of young children and must be installed so that they are not a strangulation hazard. Follow the installation instructions.

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

AUS/NZ Label **AUS/NZ Bag** **art.org.au**

Imported by
KOO Home Store,
111 Cecil Street,
South Melbourne,
VIC Australia 3205
Made in China

RUBY WHITE ARTICLE: 80575862

120mm 74mm To change to suit product 120mm

10mm 10mm 10mm

365mm
Packaging height must be full length of the product

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: 70%

Logo

Product Name
Graphie Book - 25pt

Product Description
Graphie Bold - 25pt

Inclusions
Graphie Bold - 7pt
Inclusions Size
Graphie Book- 7pt

Composition
Graphie Book - 7pt
Material/s
Graphie Bold- 7pt

Callouts
Graphie Book - 7pt

Image

305mm

58mm

16/19mm
Expandable
Ball Rod Set

1 Expandable Pole
2 Finials
30 Rings
3 Brackets with Screws

Colour: Silver
Composition: Nickel

Expandable from 165 to 300cm
Suitable for light to medium weight curtains
Easy DIY Installation

165-300cm
165cm 300cm

CURTAIN TYPES

Curtain rings included. Will hang pencil and pinch pleat. Hooks sold separately.

PENCIL PLEAT PINCH PLEAT

No rings required.

EYELET ROD POCKET TAB TOP

STYLE ARTICLE: 87654321
COLOUR BATCH: 9876543210

Imported by
KOO Home Store, 111 Cecil Street,
South Melbourne, VIC Australia 3205

Made in China

9 012345 678906



Eyelet Updater Rings 16 Pieces

Composition: Plastic
Suitable for 16mm Curtain Rods
Update the eyelet rings on your curtains by clipping on these eyelet updater rings on top of your existing ones.



These rings are designed for use with lightweight to medium fabrics.

Eyelet Rings should always add up to an even number for each curtain. If you use an odd number the outer edges of your curtain will not hang correctly.

Care Instructions

Open the rings by inserting a small flat head screwdriver into the notch on the ring and carefully ease apart. Using sharp scissors, carefully cut away the fabric and eyelet reinforcement away from the inside the eyelets. Place the side of the ring with the spikes on to the front of the fabric. Place the other side of the ring at the back of the fabric and clip firmly together, make sure the fabric is flat, repeat across the curtain. Remove eyelet rings before cleaning curtains.

TYPE: WHITE: K0164021
COLOUR: BATCH: 6036682210

Imported by
Spotlight Pty Ltd, 131 Oak Street,
South Melbourne, VIC Australia 3200
Made in China



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ARTWORK SCALE: 100%





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ARTWORK SCALE: 80%

FRONT OPTION 1

10mm
5mm
3mm
5mm
3mm
7mm
Logo
30mm High
Product Name
(Title Case)
Graphie Book - 40pt
Product Description
(Title Case)
Graphie Bold - 40pt
Inclusions
Graphie Bold - 10pt
Inclusions Size
Graphie Book- 10pt
Composition
Graphie Book - 10pt
Material/s
Graphie Bold- 10pt
120 x 200mm
Composition: **Cotton/Polyester**
10mm
225mm
half dieline
120mm

FRONT OPTION 2

5mm
3mm
centred
5mm
3mm
10mm
Logo
30mm High
Product Name
(Title Case)
Graphie Book - 40pt
Product Description
(Title Case)
Graphie Bold - 40pt
Inclusions
Graphie Bold - 10pt
Inclusions Size
Graphie Book- 10pt
Composition
Graphie Book - 10pt
Material/s
Graphie Bold- 10pt
120 x 200mm
Composition: **Cotton/Polyester**
10mm
3mm
5mm
centred

BACK

5mm
3mm
centred
half dieline
120mm
Care Instructions -
Written
Composition
Address
Country of Origin
Graphie - 6pt
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.
AUS/NZ
Labels
AUS/NZ
Ribbon
ari.org.nz
Imported by
KOO Home Store,
111 Cecil Street,
South Melbourne,
VIC Australia 3205
Made in China
Reuse or
Repurpose
Reuse the ribbon to store your throw
between uses and organise your linen.

THROW PACKAGING - WRAP OPTION

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ARTWORK SCALE: 80%





TOWEL PACKAGING

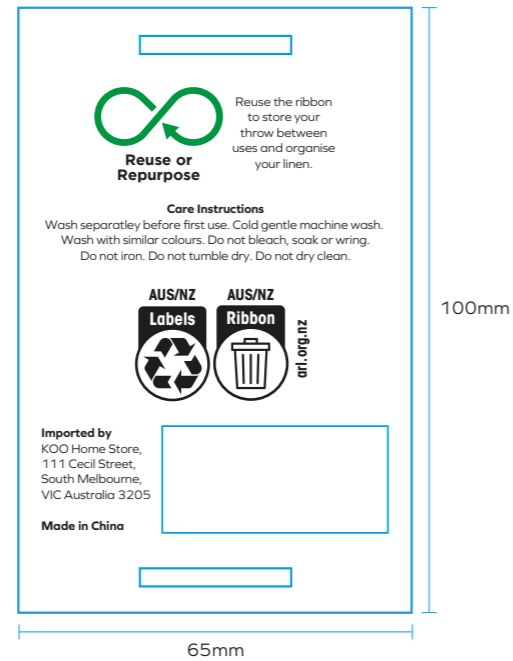
There are 2 sizes of packaging for towels, one for larger items such as hand towels and a smaller one for products such as face towels.

Dieline size must be the same across all products to maintain consistency. This packaging is to be tied to the product using a ribbon.

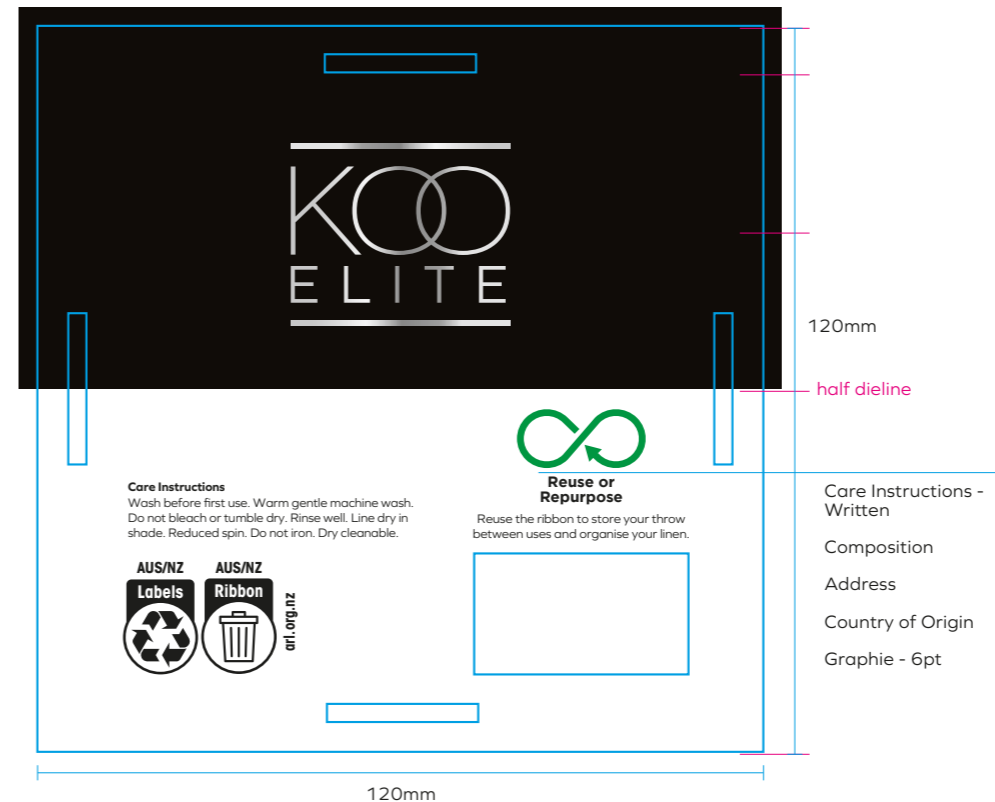
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ARTWORK SCALE: 80%

SMALLER ITEMS - FRONT



LARGER ITEMS - FRONT



TOWEL PACKAGING - EDGE LABEL

Dieline size must be the same across all products to maintain consistency.

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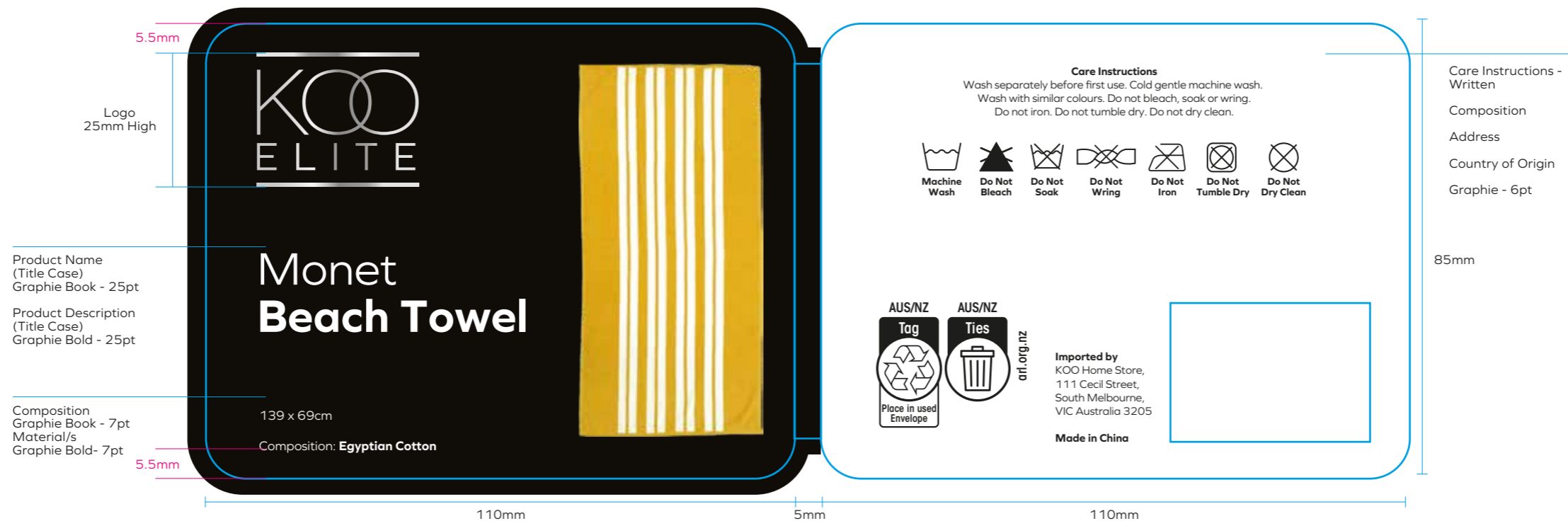
TOWELS THAT ARE NOT A PLAIN COLOUR

ARTWORK SCALE: 100%

This label is slightly wider to accommodate an image of the towel so any patterns or artwork can be clearly seen as per example below.



TOWELS THAT ARE NOT A PLAIN COLOUR



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ARTWORK SCALE: 100%



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ARTWORK SCALE: 100%





KOO
ELITE

Sorrento Stripe
Bath Mat

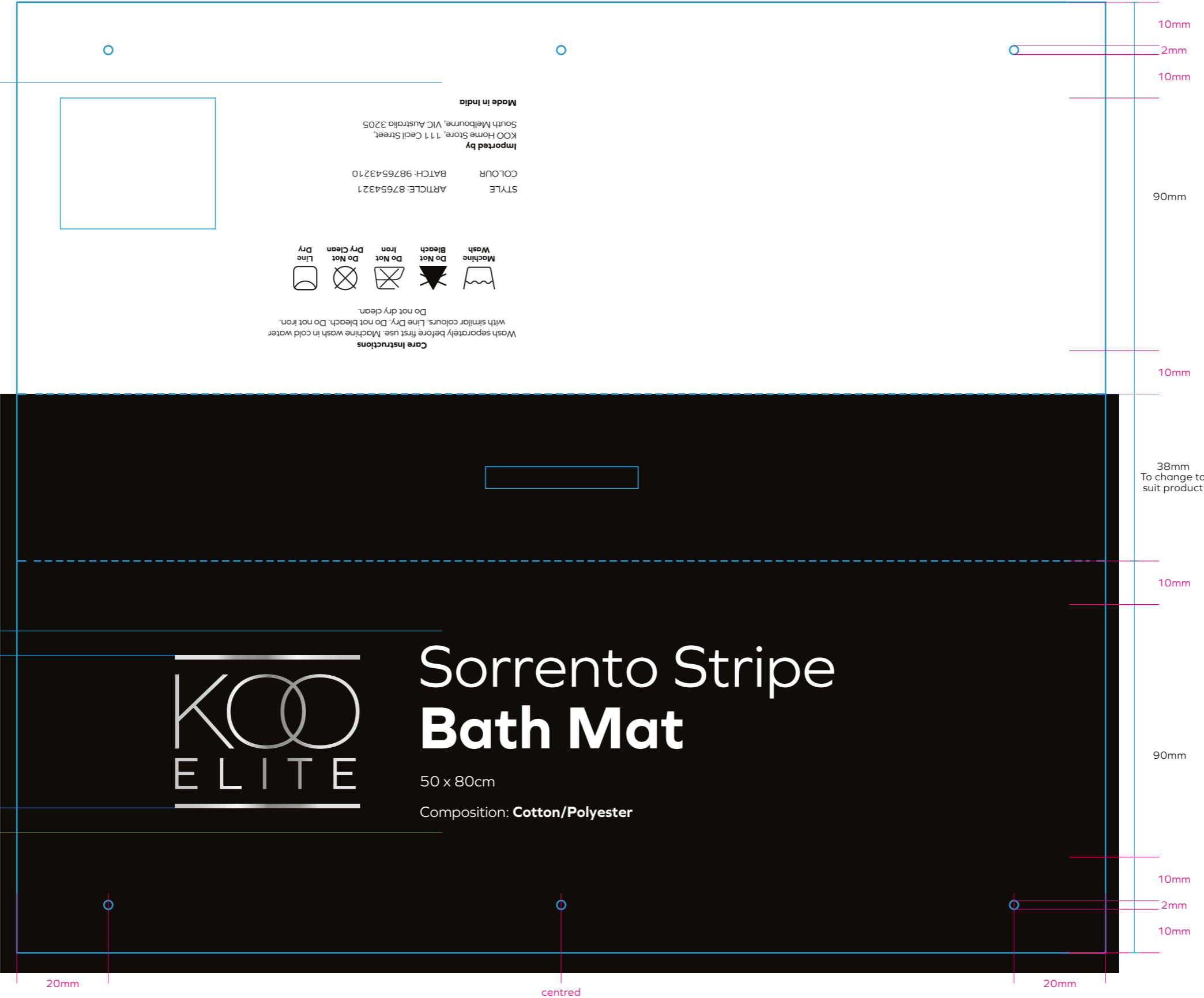
50 x 80cm

Composition: Cotton/Polyester

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ARTWORK SCALE: 100%

Barcode
 Address
 Filling Instructions
 Care Instructions -
 Written & Care Icons
 Photography Note
 Graphie - 6pt



Product Name
 (Title Case)
 Graphie Book - 25pt
 Product Description
 (Title Case)
 Graphie Bold - 25pt

Logo
 35mm High

Inclusions
 Graphie Bold - 10pt
 Inclusions Size
 Graphie Book- 10pt
 Composition
 Graphie Book - 10pt
 Material/s
 Graphie Bold- 10pt

KOO
ELITE

Daisy
Knitted
Cushion Cover

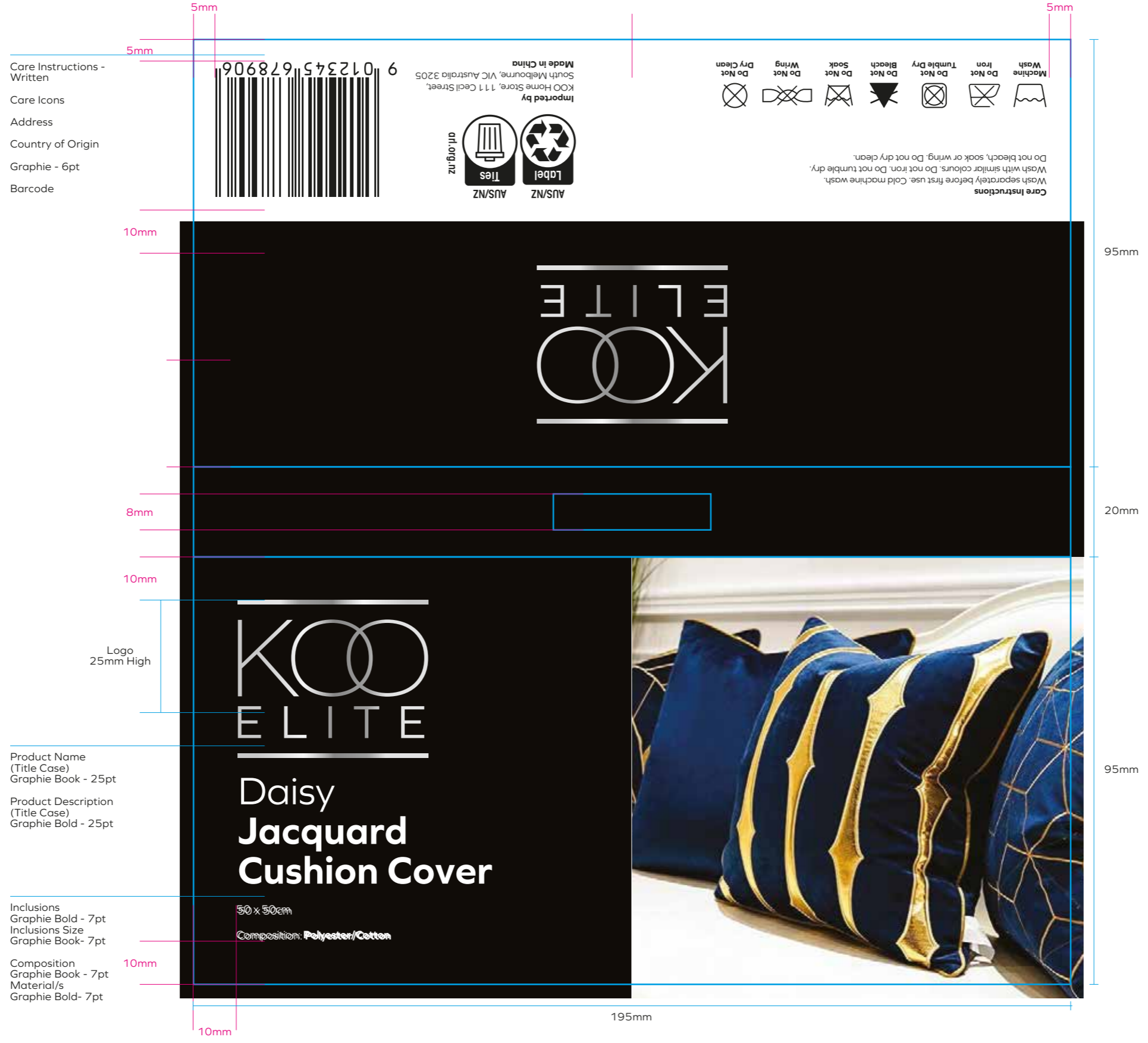
50 x 50cm

Composition: Polyester/Cotton



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ARTWORK SCALE: 100%



STICKER

