

window*shade*

brand *guidelines*

contents *page*

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positioning & purpose

WindowShade is primarily for Good ranges and bottom of the better priced ranges.
Products that are offering a value to the customer.

The brand covers products such as:
Indoor blinds
Indoor Blind Accessories
Outdoor Blinds
Outdoor Blind Accessories
Outdoor ranges which could include umbrella's etc

The purpose of this document is to work as a guide for all those who brief, create or approve any kind of packaging for the WindowShade brand. The guidelines and examples will ensure all applications are consistent instore regardless of the department, format or supplier.

Where possible the same logo size, text size, callout sizes etc should be taken from an existing product to keep consistency across the WindowShade range. The icons and callouts used can be repeated when applicable to a new product, but as these features and benefits will differ between products, new icons will need to be designed in a similar style for new products.

It is very important that the callouts on the packaging for each individual product are carefully selected as you cannot engage in conduct that is likely to mislead or deceive customers and you cannot make false or misleading claims.

brand positioning

*good
better*

household type

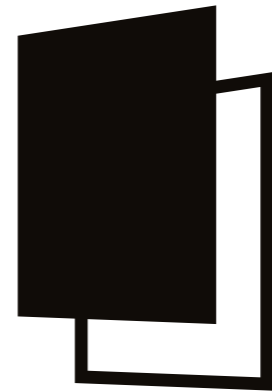
*classic
traditional*

categories

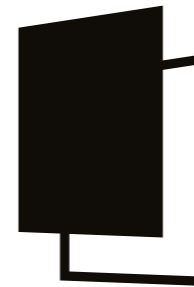
*blinds
accessories*

brand personality

*high-quality
reliable
great performance
DIY*



window*shade*



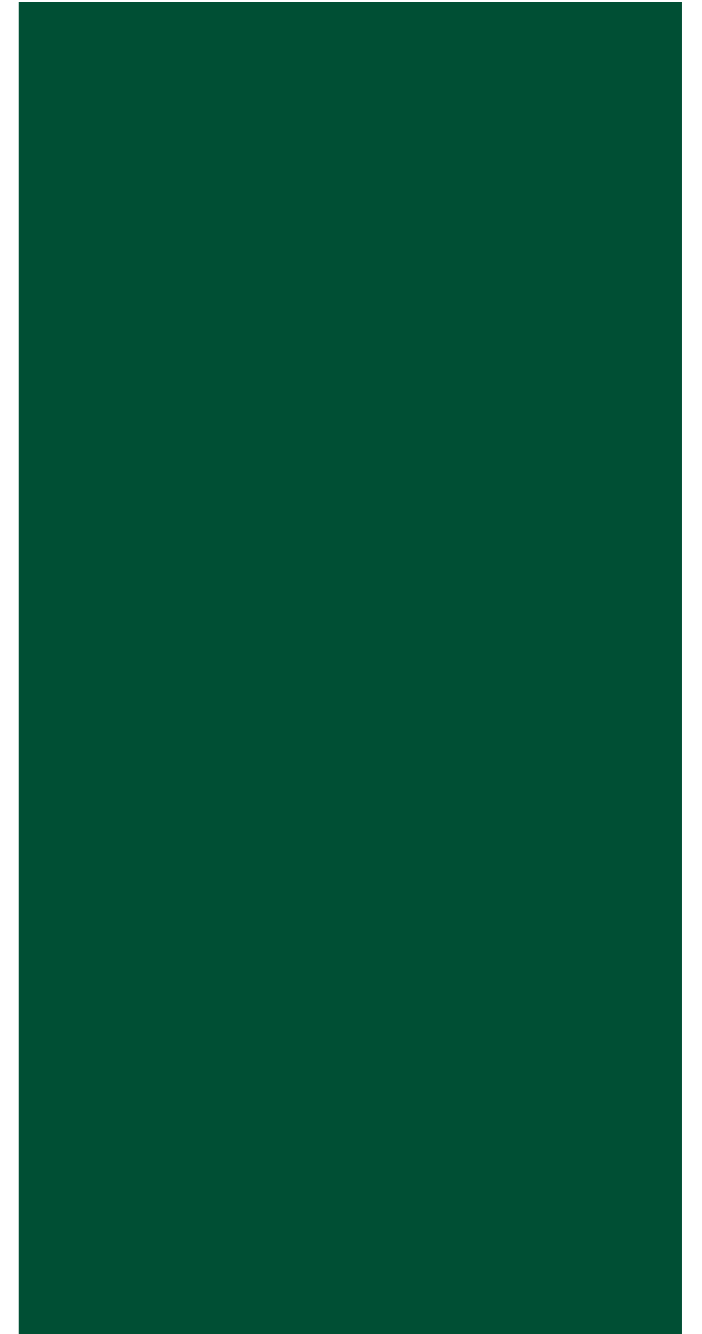
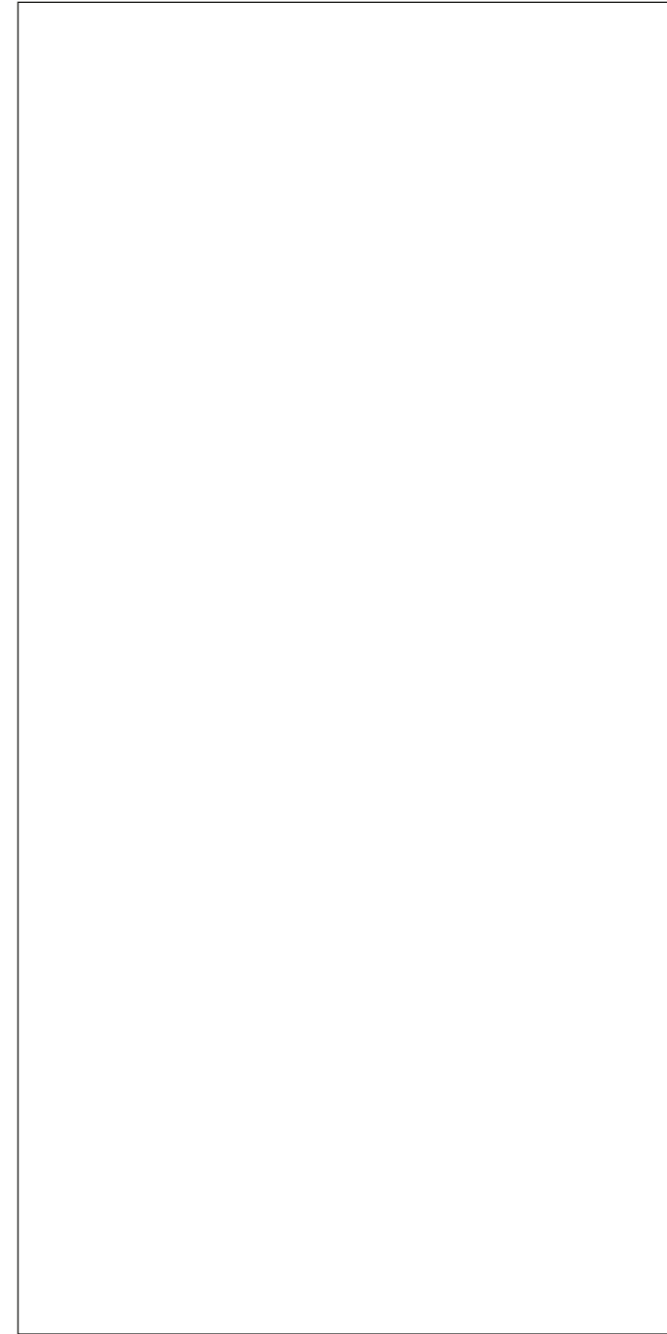
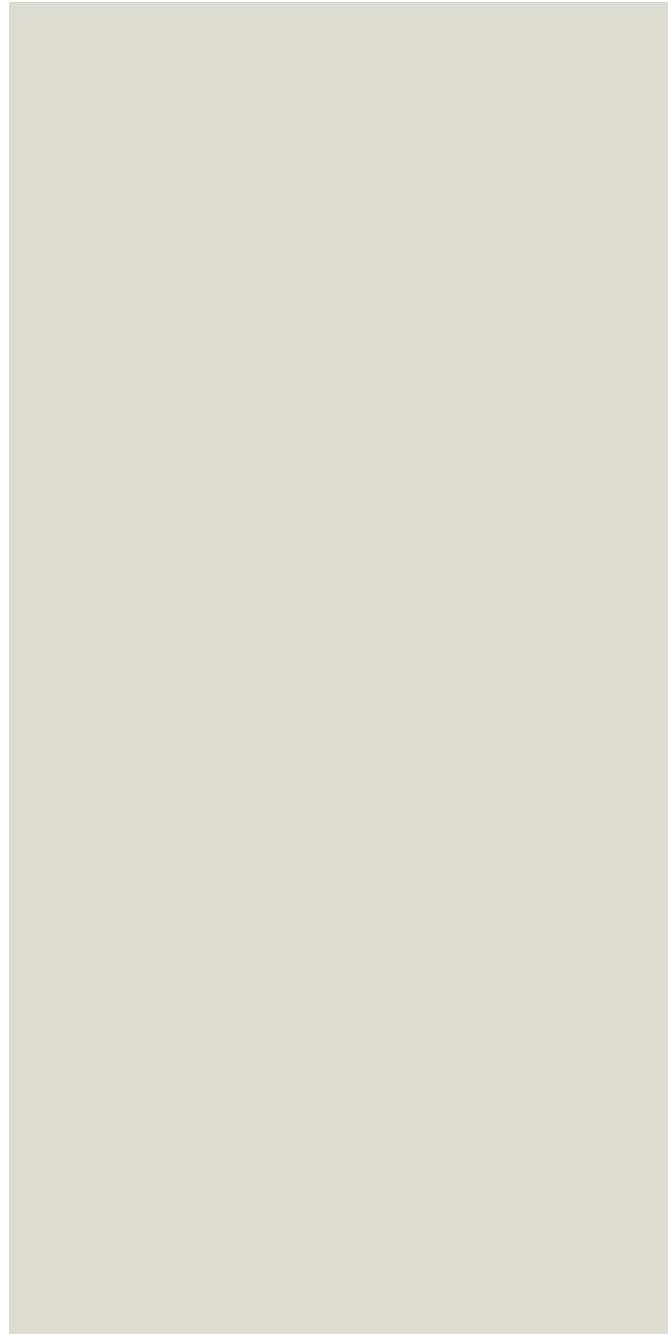
window*shade*

window*shade*



window*shade*
OUTDOOR

colour *scheme*



windowshade
COLOUR

C17 M11 Y19 K0

R218 G218 B209

windowshade
RICH BLACK

C40 M40 Y40 K100

R23 G20 B17

windowshade
WHITE

C0 M0 Y0 K0

R255 G255 B255

windowshade
OUTDOOR

C91 M20 Y77 K58

R19 G78 B56

typeface & fonts

New Hero - Extra 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

New Hero - Semi 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

New Hero - Medium

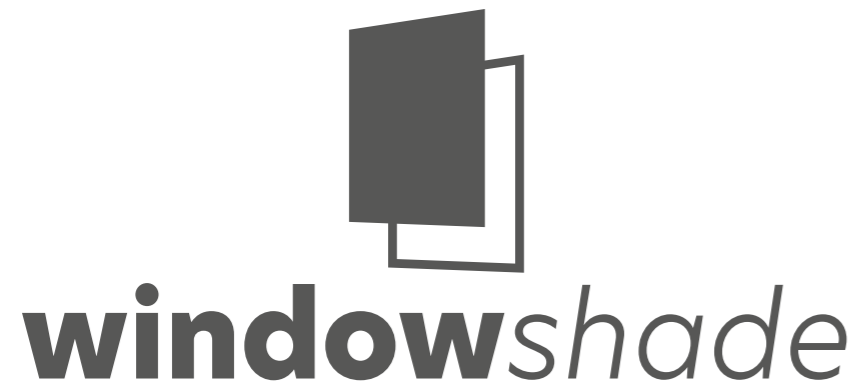
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

New Hero - Light Italic

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

logo misuse

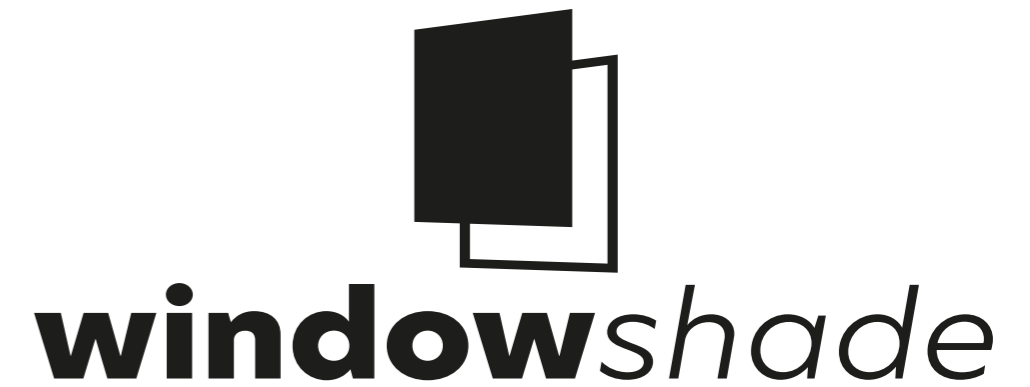
It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, colours and composition should remain as indicated in this document - there are no exceptions.



Do not change logo colour or tone



Do not rotate the logo



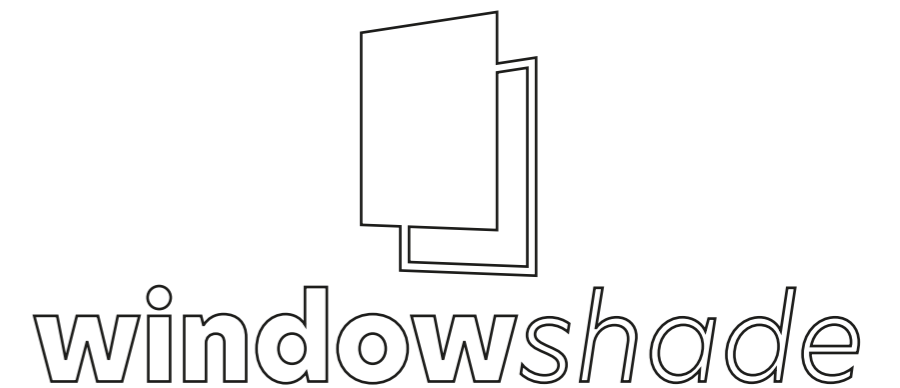
Do not distort or warp the logo in any way



Do not resolve the logo in two different colours



Do not change the typeface or recreate the logo



Do not add a stroke to the logo

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.



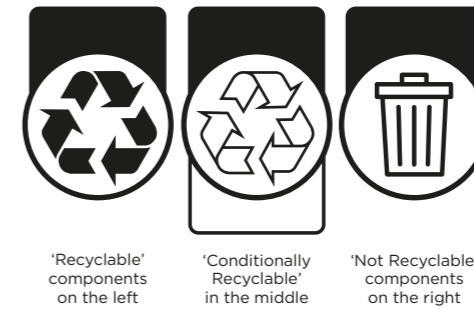
Conditionally Recyclable

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.

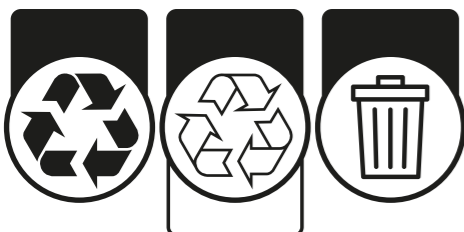
If products are sold to both markets, it is at the Members’ discretion to refer to the most applicable ARL URL and corresponding artwork(s). Organisations are encouraged to utilise the URL reflective of where most of the product will be sold.

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.

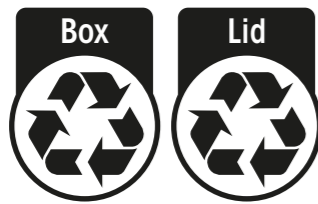
Please note: The Recyclable ARL should always have a coloured in/opaque mobius loop, while the Conditionally Recyclable mobius loop remains transparent.

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.

CHECKLIST

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

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

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

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

FURTHER INFORMATION

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

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

CHECKLIST FOR ARL APPROVAL:

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

ARL placement & approval examples

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

Guidelines to remember:

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

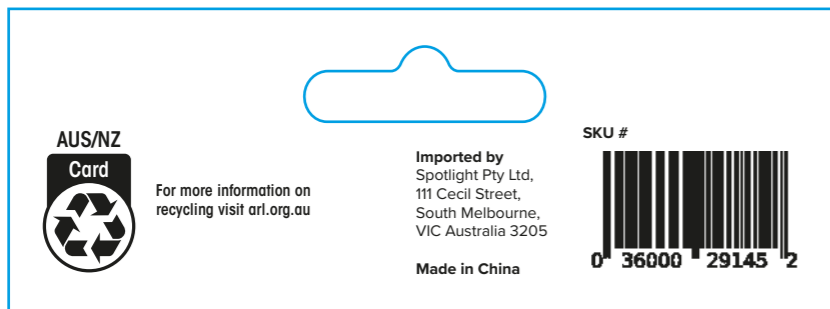
Placement of the ARL on-pack should reflect how the packaging will be disposed of. Outer packaging should have the ARL on-pack relevant to all of the packaging components, whilst the inner packaging components should be labeled with their relevant ARL.

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

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

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

Approved



Not Approved Paired with non-ARL icons



Not Approved Distorted artwork



Approved



Not Approved Conditions on solid mobius



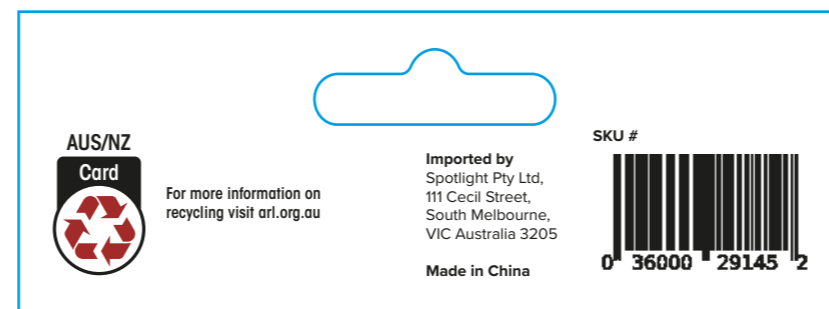
Not Approved Incorrect font used



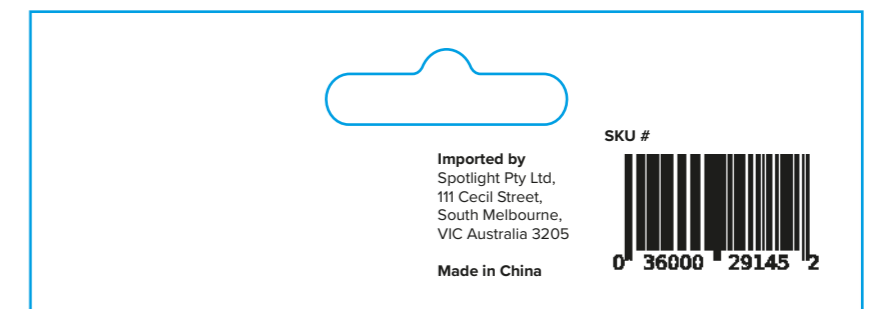
Approved Colours inversed correctly



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. These claims come in a wide range of forms, including statements about environmental sustainability, recycling, energy and water efficiency or impact on animals and the natural environment.

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

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

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

environmental *claims*

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

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

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

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

Some Important Do's & Don'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.

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.

PRINTING SPECIFICATIONS KEY

The below key will be placed on all packaging templates so all key printing information such as paper stock GSM, finish and any other extra information like a spot UV or foiling is on the artwork itself.

Please always refer to this key for colour and paper finish specifications.

FINISH <input type="checkbox"/> GLOSS <input checked="" type="checkbox"/> MATTE <input type="checkbox"/> OTHER _____	
COATING <input type="checkbox"/> SPOT UV <input type="checkbox"/> FOIL <input type="checkbox"/> OTHER _____	
PAPER STOCK (GSM) _____	
DIELINE MEASUREMENTS _____	

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 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 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 Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205	Imported by Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205	New Hero - Bold 7pt New Hero - Regular 7pt
Made in China	Made in China	New Hero - Bold 7pt

PRODUCT WARNINGS

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

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

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

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

Red Text:
M 100 Y 100.

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

WARNING:
Must be in bold.

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

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

mandatory information

BARCODE

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

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

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

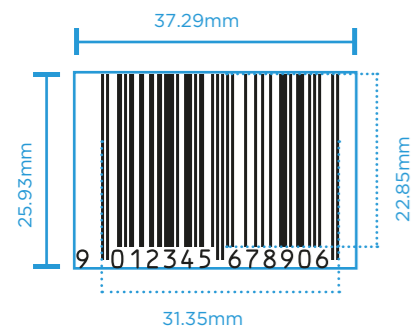
White Area: 37.29mm (W) x 25.93mm (H)

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

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

DO NOT shorten the height of the barcode.

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



BARCODE STICKER

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

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

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

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

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



photography styling



icons & callouts



BLOCKOUT DESIGN



LIGHT FILTERING



ALL PARTS INCLUDED



CUT TO SIZE



DIY INSTALLATION



CHILD SAFE



colour check

You will be supplied with a printed WindowShade colour check guide. This guide will have the main WindowShade colour swatches.

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

windowshade windowshade

colour quality guide

COLOUR CONSISTENCY

Please use this card to compare printed WindowShade packaging colours to, this is to ensure consistency throughout the WindowShade packaging range. **All packaging must closely match the colours of these swatches so the KOO range is cohesive in store.**

CARD AND PAPER STOCK QUALITY & FINISH

The quality of the cardstock used within the WindowShade 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.

WHITE

RICH BLACK

OUTDOOR

packaging examples



packaging *roller blind*

Artwork in situ



packaging roller blind

Artwork shown at 45%

60mm

450mm

60mm 60mm 60mm 60mm

120cm
210cm

120cm
210cm

100mm

450mm

50mm 100mm 50mm 100mm

120cm
210cm

120cm
210cm

Product Name
New Hero Semi Bold - 20pt
UPPERCASE
Title Case

Colour
New Hero Semi Bold - 15pt
Title Case

Features & Benefits
New Hero Medium - 9.1pt
Sentence case

Icon Callouts
New Hero Medium - 8pt
Sentence case

Size
New Hero Semi Bold - 30pt
Title Case

packaging venetian blind

Artwork in situ



packaging venetian blind

Artwork shown at 40%

118mm

500mm

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.



Venetian Blind

Faux Wood | 63mm | White

Create an on-trend shutter look with slot venetians

Slats are made from durable extruded PVC

Ideal for bathroom, laundry, humid & wet areas

Open and close slats to control the amount of light and privacy

Easy to install and cut to size to fit your windows

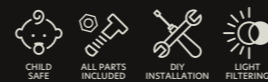
For more information on recycling visit art.org.au



Care Instructions
Gently vacuum with appropriate attachment. Wipe with a damp cloth. Do not wash. Spot clean with a damp sponge using a mild detergent. Sponge with fresh water and dry gently with a clean towel. Test in an inconspicuous area before spot cleaning.
Composition: Polyvinyl Chloride (PVC)

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

WIDTH | 60cm
DROP | 150cm



73mm

173mm

73mm

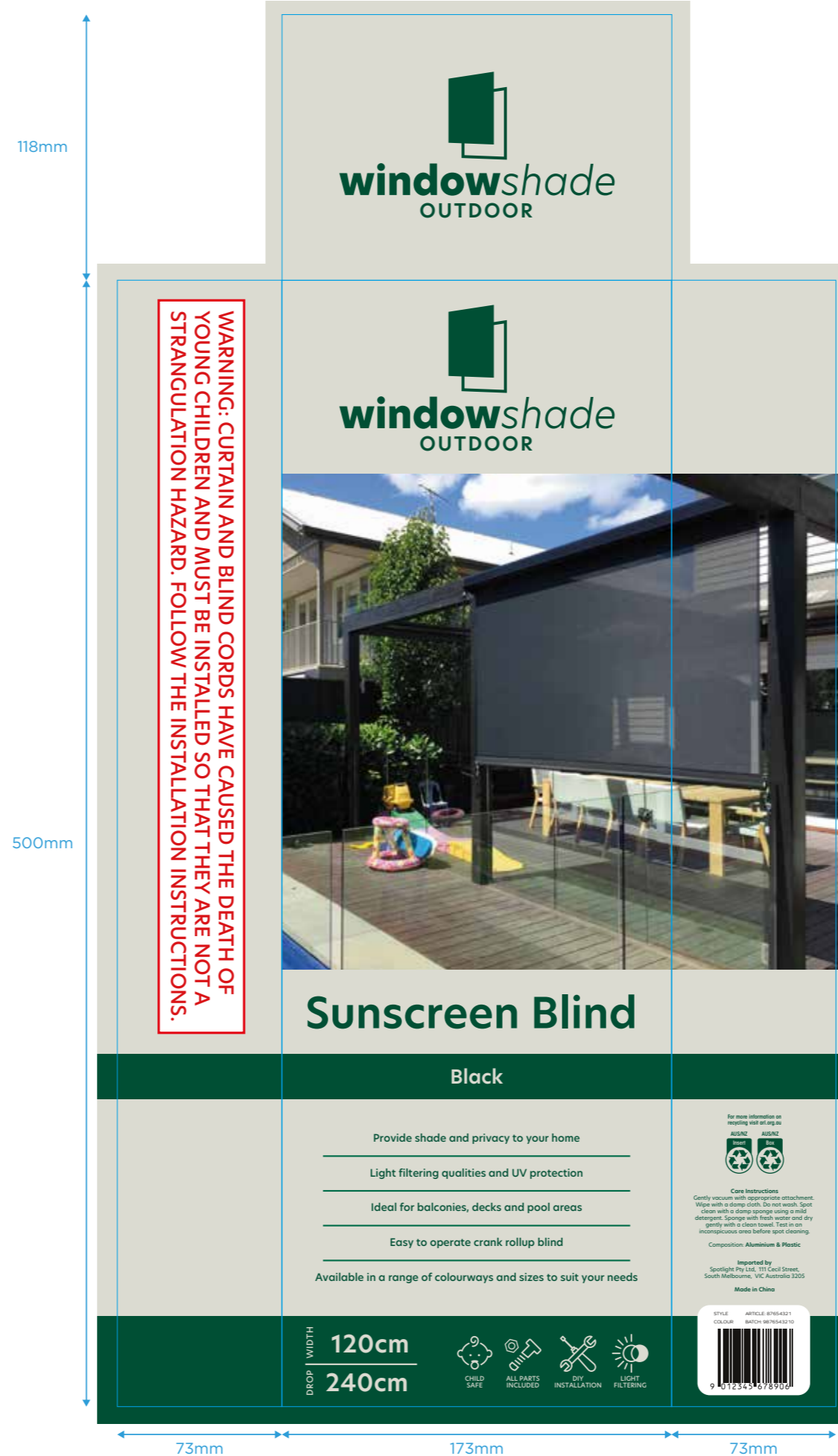
packaging venetian blind - outdoor

Artwork in situ



packaging venetian blind - outdoor

Artwork shown at 40%



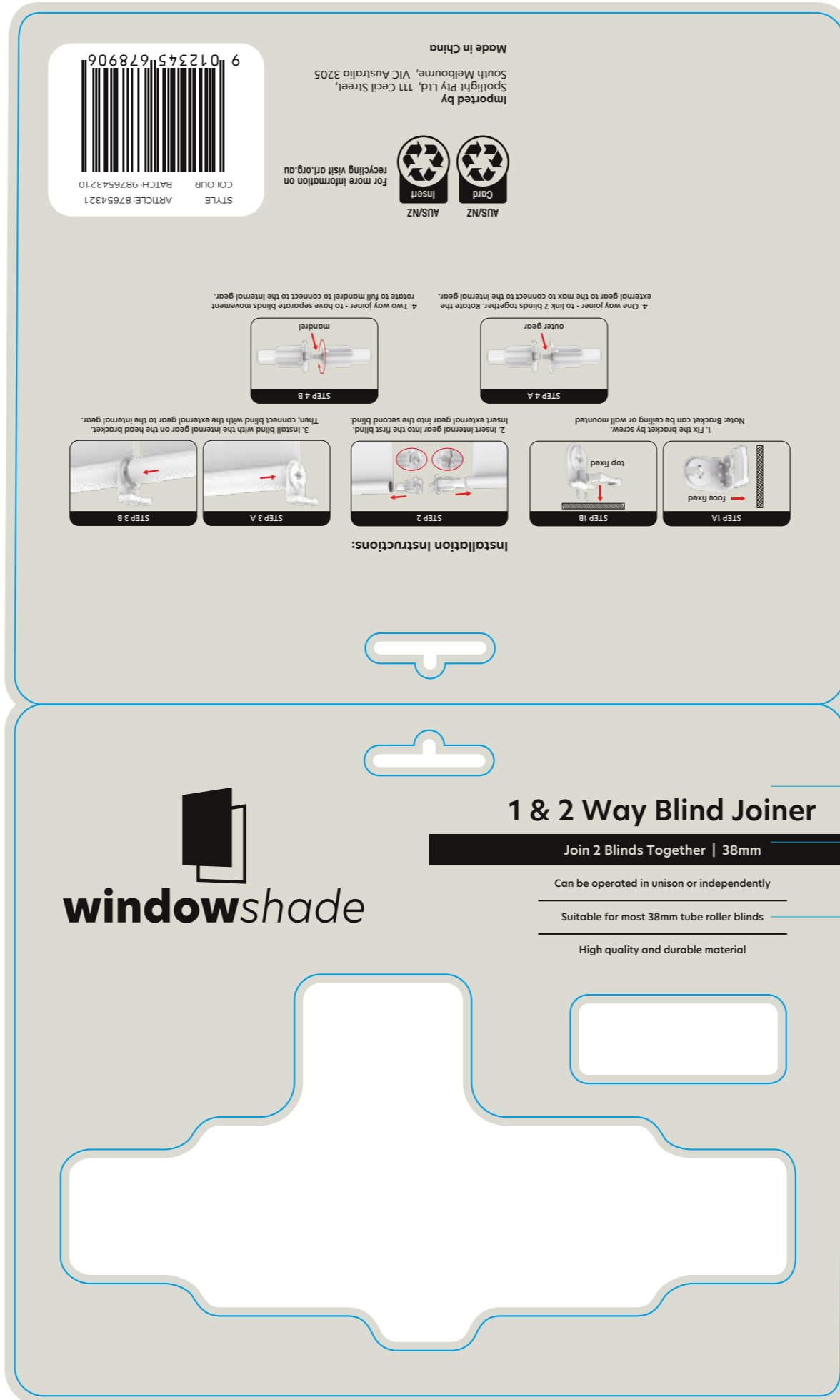
packaging *blind joiner/backing card*

Artwork in situ



packaging blind joiner/backing card

Artwork shown at 80%



Product Name
New Hero Semi Bold - 18.2pt
Title Case

Size & Colour
New Hero Semi Bold - 8.4pt
Title Case

Features & Benefits
New Hero Medium - 6.5pt
Sentence case

packaging *chain kit/header card*

Artwork in situ



packaging chain kit/header card

Artwork shown at 100%

60mm

60mm

192mm

9 012345 678906

STYLE ARTICLE: 87654321
COLOUR BATCH: 9876543210

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

Made in China

For more information on
recycling visit art.org.au

AUS/NZ Card
AUS/NZ Insert

60mm

Roller Blind Chain Kit

10 Meters | White

Replacement chain for blinds

Joiners & tensioners included

Product Name
New Hero Semi Bold - 18.2pt
Title Case

Size & Colour
New Hero Semi Bold - 8.4pt
Title Case

Features & Benefits
New Hero Medium - 6.5pt
Sentence case

windowshade

packaging *window cleaning kit*

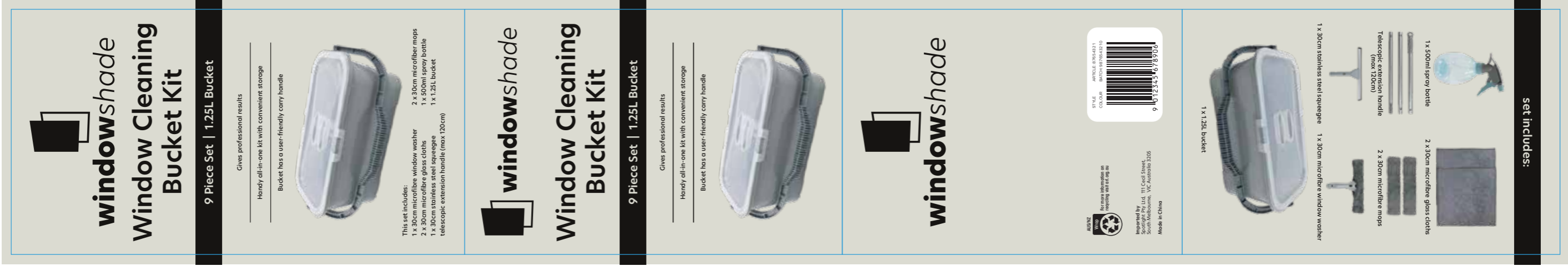
Artwork in situ



packaging window cleaning kit

Artwork shown at 45%

130mm



240mm

200mm

180mm

200mm

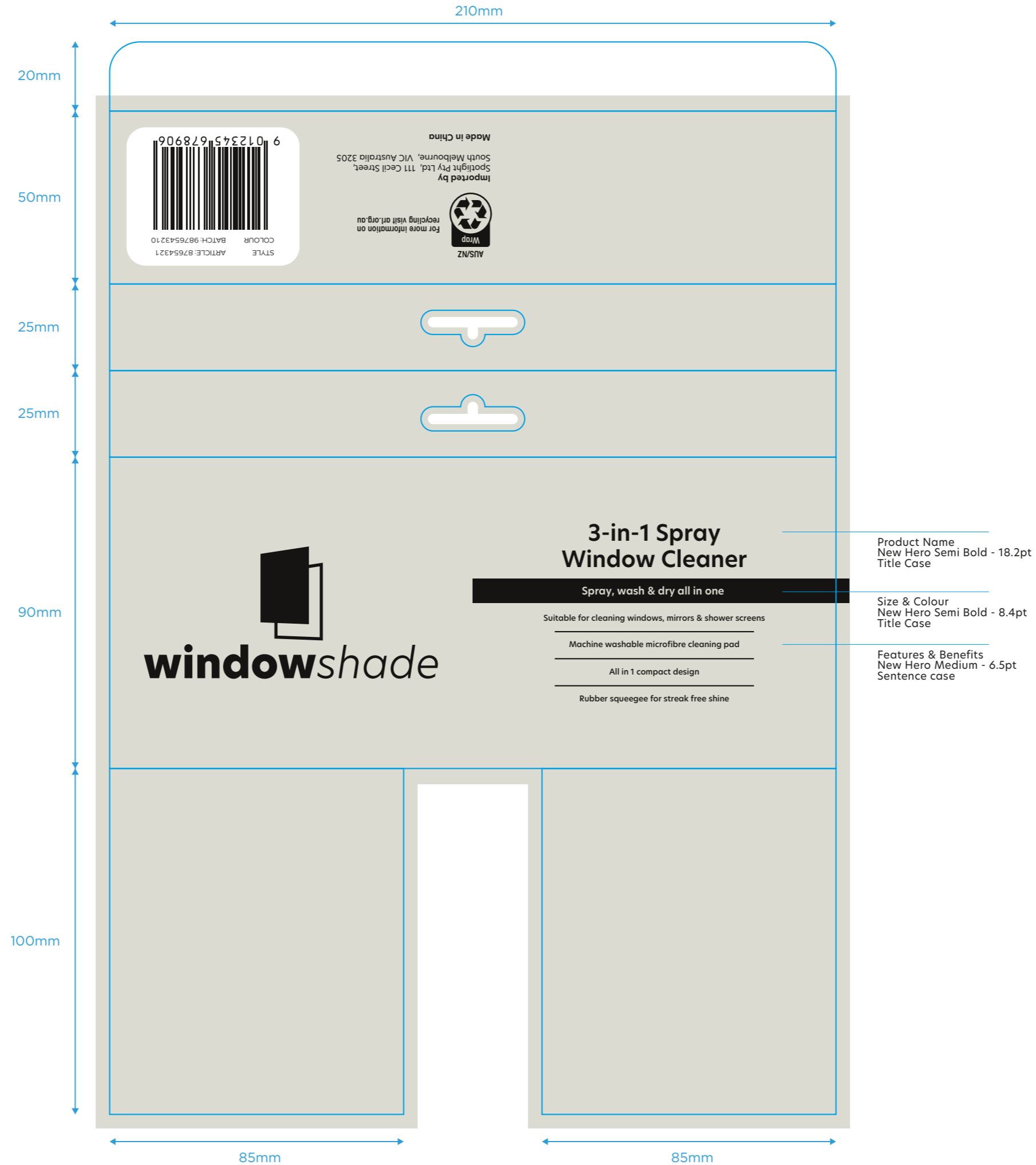
packaging 3-in-1 spray cleaner/wrap hanger

Artwork in situ



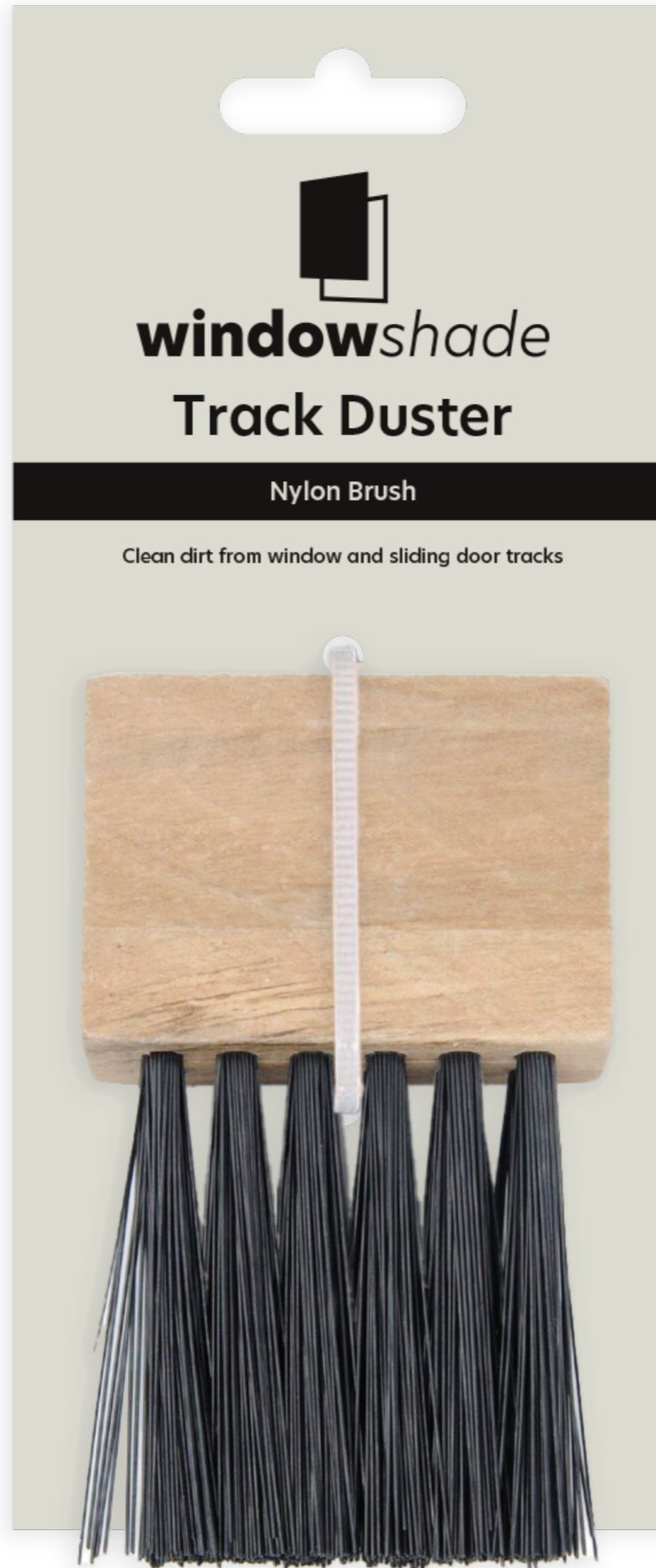
packaging 3-in-1 spray cleaner/wrap hanger

Artwork shown at 80%



packaging *track duster/backing card*

Artwork in situ



packaging track duster/backing card

Artwork shown at 100%

