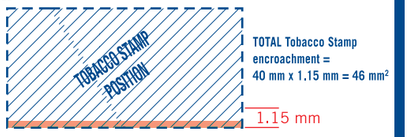
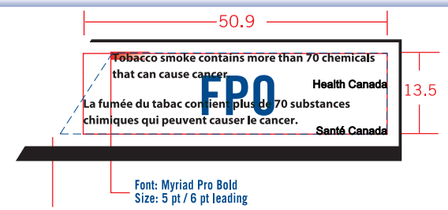
LEGAL REQUIREMENTS: TOBACCO STAMP

TOBACCO STAMP: DOES ENCROACH ● ON THE GHW AREA.
DOES NOT ENCROACH ○
GHW HAS BEEN AMENDED ○



- Position: In a conspicuous place on packaging and stamp does not obstruct any other mandatory labelling requirement and component (health warning, toxic emission, HIM, etc). by more than 180 mm².
- Identify clearly on artwork the position of the tobacco stamp and if it obstructs any mandatory labelling requirement and component, of how much.

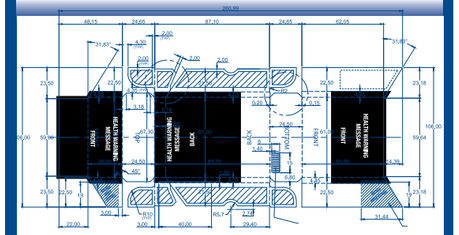
LEGAL REQUIREMENTS: TOXIC EMISSIONS



TOXIC CONSTITUENTS AREA - FULL AREA 1 000mm²
COPY AREA (RED BOX) - 39.6 mm x 12.4 mm = 687mm²
PERCENTAGE COPY AREA TO FULL - 68.7%

The toxic emission statement completely occupies the portion of the display area.

LEGAL REQUIREMENTS: HEALTH WARNING @ 75%



PANEL SIZE - FRONT 26mm + 61.9mm = 87.9mm
- BACK 87.7mm

PANEL SIZE mm² = 87.9mm x 69.9mm = 6144.2mm² FRONT
87.7mm x 69.06mm = 6056.6mm² BACK

75% HW 65.9 x 69.9mm² = 4606.4mm² FRONT (4606.4/6144.2=75%)
65.77 x 69.06mm² = 4542.4mm² BACK (4542.4/6056.6=75%)

LEGAL REQUIREMENTS:COPY

IDENTITY OF THE PRODUCT:
Min font size 1.6 mm (or 0.88 mm if display surface less or equal to 10cm²):
Display Surface Size: 188.6 cm²

CIGARETTES KS
1.6 mm
0.88 mm

NET QUANTITY:
Principal Display Surface Size: 61.4 cm²

25
min font size 3.2 mm if principal surface area is > 32cm² but < 258 cm²

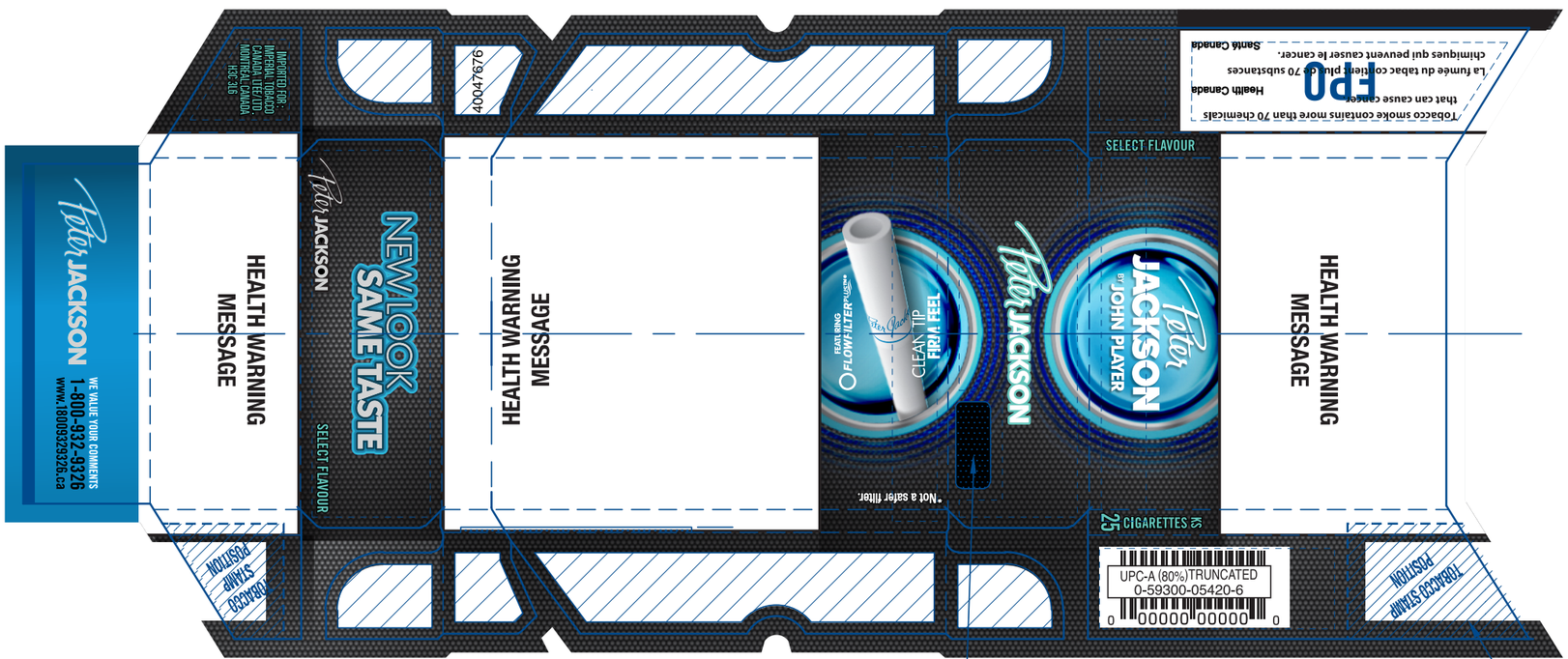
min font size 6.4 mm if principal surface area is > 258 cm² but < 645 cm²

IDENTITY AND PRINCIPAL PLACE OF BUSINESS:
IMPORTED FOR : IMPERIAL TOBACCO CANADA LTEE/LTD., MONTREAL CANADA H3C 3L6
1.6 mm

NET QUANTITY - 25 - IS BOLD

LEAD SKU ●

ROLLOUT SKU ○



-- LASER CODE AREA --
TEXT & GRAPHICS FREE

- TAX STAMP AREA -
VARNISH FREE

GRAIN DIRECTION

CUTTING LINE
FOLDING LINE
CENTER LINE
INK & VARNISH FREE (ONLY VARNISH FREE IN TAX STAMP AREA)

BEVEL PACK (4.45mm X 45deg)
PACK BLANK KS WE 25's
(3-2-3-3-3-3-3-2-3)
CIG. FORMATION
24.6mm circ. x 83mm (KS)

ITCAN APPROVAL	✓	BY / PAR	DATE
MARKETING			
ARTWORK (DESIGN) / MONTAGE (DESIGN)	○		
COPY (TEXT) / COPIE (TEXTE)	○		
PRODUCT DEVELOPMENT	○		
LEGAL	○		
PACKAGING DEVELOPMENT	○		
EVOLUTION DESIGNWORKS			
CORRECT DIELINE USED	●	SB	07/31/17
UPC / CUP	●		
TOXIC EMISSIONS STATE. / ÉNONCÉ D'ÉMISSIONS TOXIQUES	○		
COMMODITY CODE / CODE D'ARTICLE	○		
ACCURACY / EXACTITUDE	○		
HEALTH WARNING / AVERTISSEMENT SANTÉ	○		
BLEED / FOND PERDU	●		

BRITISH AMERICAN TOBACCO CANADA

BRAND ARTWORK

MATERIAL CODE **40047676**

NEXUS ID / FILE NAME: PEJSELBEV25ciKSDE47676.ai

BRAND: PETER JACKSON	PROJECT: PJ TO JP MIGRATION - PHASE 2
DESCRIPTION: SELECT FLAVOUR	END MARKET: CANADA
FORMAT: BEV25ciKS (walrus pack)	FACTORY: BAT MEXICO
PREVIOUS CODE: xxx	CREATION DATE: 07/31/17
BARCODE: 0-59300-05420-6	MODIFICATION DATE: 09/05/17
SUPPLIER: WESTROCK CANDIAC	CAD LAYOUT: LYT2110RV00
PRINTING TECHNOLOGY: LITHO	ARTWORK DESIGNER: SB/TS1, AG/TS2, SB/TS3
SGS DOCKET NUMBER: 4612040	

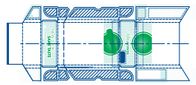
REGULATORY AW FILE: CANADA_HINGE_BEVEL_REGULAR25_LYT2110RV00_2015

COLOURS / FINISHES

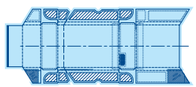
1 GLUE	2 COLD FOIL	3 ITL3055	4 ITL1020	5 CYAN
XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
6 MAGENTA	7 YELLOW	8 BLACK	9	10
XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
1 VARNISH	2 EMBOSS	DEBOSS	4	5 DIELINE
XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX

VARNISH AREAS / EMBOSSING AREAS

SCALE @ 11.7%



EMBOSS/DEBOSS



VARNISH

Note to designer:
Embossing position not to be closer than 5 mm from crease or cut lines (flat bed die only). Embossing profile drawing should be included in this artwork
Crease resistance must be specified in the packaging specification

eGraphics Workflow	✓
P&M DEVELOPMENT	○
INITIATOR AMC POWERED USER	○
PRODUCT	○
BRANDS SEGMENTS	○
CORA & LEGAL	○
BATMARK	○
HEAD OF BRANDS	○
AMC REGIONAL APPROVER	○
AMC IBG APPROVER	○

OTHER INFORMATION

XXXXXX

Artwork Scale 100%
Blank