

Type of document:	Registration Form	LR 4350.01
Subject:	Briefing format towards Pre Media Agency	
Department:	Marketing / Innovation	Page
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Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Madeleine Cygler	2014-06-23
Legislation:	Josefine Ekmehag	2014-07-03
Packaging:		

TABLE I: General Information

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing	2014-06-23	Date of briefing.
Company name	Marketing	Cloetta Sverige AB	Cloetta-organization
Project initiator	Marketing	Madeleine Cygler	Responsible marketer
Telephone	Marketing	+467 61 85 80 31	
Mobile number	Marketing	+467 61 85 80 31	
Category	Marketing	Enjoyment	<i>Refreshment/Enjoyment/BD</i>
Design agency	Marketing	N/A	Full address and contact person
Referens nr	Marketing	N/A	Project nr in Attask
Brand	Marketing	Malaco	Concerned brand.
Product	Marketing	Toffe mix tube	Concerned product.
Content	Marketing	1760g Rollo Choko Fox	Gram/ Kg/ Pieces Net weight (printing size (high) at least): >1000g = 6 mm max 1000g = 4 mm max 200g = 3 mm max 50g = 2 mm
e-sign	Packaging/ Marketing	No	e- sign: the printing size (high) at least: 3mm.
Extension	Marketing		
Promotion	Marketing		If applicable.
Package type	Packaging	Plastic tube	Pillow bag / stand pouch / etc.
Design manual	Marketing		Which colours to use?
Type of proof needed	Marketing	PDF	Decide with Innovation and purchasing
Date file delivery at printer	Marketing	TBD	
Packaging material	Packaging	Label	Description of material
Printer name	Packaging	stefan@larssonoffsettryck.se	
Technical drawing number	Packaging	N/A	
Print technique	Packaging		
Packaging site: name & location	Packaging	Postnord	Cloetta-packaging site or co-packer
Languages	Marketing	SE/NO/DK/FI	NL / DK / SE / etc.
Target markets	Marketing	Travel retail	D / CH / SL / etc.
Lead market	Marketing	SE	SE / DK / NO / etc.
Article number	Marketing	1001716	
Cloetta resource code	Marketing	N/A	The packaging material code.
Barcode	Marketing	7310350117284	13 or 8-digit EAN (EU) 12-digit UPC code (CA & US)
Claims	Marketing		
Story Telling (or other additional text)	Marketing	*Cloetta supports the production of sustainable (RSPO) certified palm oil	
Font sizes	Printing agency	ALL mandatory information (product description, ingredient text, warnings, storage info, best before, nutrition table,	

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		<p>addresses) shall be printed in a x-height depending on size of packaging.</p> <p>Packaging $\geq 80 \text{ cm}^2$ = x- height 1.2 mm, font size 2.9 mm Packaging $\leq 80 \text{ cm}^2$ = x- height 0.9 mm, font size 2.2 mm</p> <p>I.e. if packaging is bigger than 80 cm^2 = x- height 1.2 mm, font size 2.9 mm If packaging is smaller than 80 cm^2 = x- height 0.9 mm, font size 2.2 mm</p>														
<p>Legend</p> <table border="1"> <tr><td>1</td><td>Ascender line</td></tr> <tr><td>2</td><td>Cap line</td></tr> <tr><td>3</td><td>Mean line</td></tr> <tr><td>4</td><td>Baseline</td></tr> <tr><td>5</td><td>Descender line</td></tr> <tr><td>6</td><td>x-height</td></tr> <tr><td>7</td><td>Font size</td></tr> </table> 			1	Ascender line	2	Cap line	3	Mean line	4	Baseline	5	Descender line	6	x-height	7	Font size
1	Ascender line															
2	Cap line															
3	Mean line															
4	Baseline															
5	Descender line															
6	x-height															
7	Font size															
Briefing about the work to be executed		Marketing														

Tabel II

Article no & Product name
1001716 Rollo, Choco, Fox tube 1760g
Ingredients
<p>SE KONFEKTYR</p> <p>Ingredienser: glukossirap, socker, palmfett*, sockrad kondenserad skummjölk, fullhärdat kokosolja, sockrad kondenserad mjölk, fullhärdat kokosfett, vasslepulver (mjölk), kakaosmör, fuktighetsbevarande medel (sorbitol), smör, kakaomassa, heltmjölkspulver, syra (citronsyra), salt, gelatin, emulgeringsmedel (sojalecitin, E471, E476), aromer, stärkelse, färgämne (E161b). Mjölkchokladen innehåller förutom kakaosmör även annat vegetabiliskt fett och minst 25 % kakao.</p> <p>DK/NO KONFEKTURE/GODTERI</p> <p>Ingredienser: glukosesirup, sukker, palmefedt*, sukret kondenseret skummetmælk/melk, fuldhærdet kokosolie, sukret kondenseret mælk/melk, fuldhærdet/fullherdet kokosfedt, valle-/mysepulver (mælk/melk), kakaosmør, fugtighedsbevarende middel (sorbitol), smør, kakaomasse, sødmælks-/heltmelkpulver, syre (citronsyre), salt, gelatine, emulgatorer (sojalecithin, E471, E476), aromaer, stivelse, farve-/fargestoff (E161b). Mælkechokoladen/melkesjokoladen indeholder også andre vegetabiliske fedtstoffer end kakaosmør og mindst 25 % kakaotørstof.</p>

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FI MAKEISSEKOITUS

Ainekset: glukoosisiirappia, sokeria, palmurasva*, **sokeroitua rasvatonta maitotiivistettä**, kokonaan kovetettu kookosöljyä, **sokeroitua maitotiivistettä**, kokonaan kovetettua kookosrasvaa, **herajauhetta (maidosta)**, kaakaovoita, kosteudensäilyttäjä (sorbitolia), **voita**, kaakaomassaa, **täysmaitojauhetta**, happoa (sitruunahappoa), suolaa, liivatetta, emulgointiaineita (**soijalesitiiniä**, E471, E476), aromeja, tärkkelystä, väriä (E161b). **Maitosuklaata sisältää kaakaovoin lisäksi muita kasvirasvoja ja kaakaota vähintään 25 prosenttia.**

Allergen declaration

See ingredient list

Legal warnings

See ingredient list

Nutritional values

Näringsinnehåll/Ravintosisältö	Per 100g
Energi/Energia	1891 kJ / 450 kcal
Fett/Rasva	17 g
varav mättat fett/josta tyydyttynyttä	10 g
Kolhydrat/Hiilihydraatit	73 g
varav sockerarter/josta sokereita	52 g
Protein/Proteiini	2,7 g
Salt/Suola	0,23 g

The nutrition table can also be written in running text; if there is lack of space.

Recycling information (our P&M boxes are only plastic)

Sorteras som plastförpackning/ Plastemballasjen skal gjenvinnes/ Lajitellaan muovipakkauksena

(Recyclingtext optional – remove when lack of space)

Logo's



BOP: + “By buying UTZ certified cocoa, Cloetta supports sustainable cocoa farming.
www.utzcertified.org”

*Cloetta supports the production of sustainable (RSPO) certified palm oil.

Shelf life text

Bäst före/ Mindst holdbar til/ Best før/ Parasta ennen

Producer information

CLOETTA

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www.cloetta.se (.dk / .no / .fi)

SE ☎ 020-65 10 25

DK ☎ 58 56 55 55

NO ☎ 67 81 81 00

FI ☎ 01 03 03 41