


**equator**  
**EQUATOR DESIGN**  
 The Empower Building,  
 15 East 14th Street, Fourth Floor,  
 Cincinnati, OH 45202  
 T: +1-888-852-7050  
 Email: info@equator-design.com  
 www.equator-design.com

The accuracy of this artwork is the responsibility of the SUPPLIER. This includes but not limited to regulatory requirements, copy, dielines, content and placement in regards to the layout. Upon receipt of Supplier approval, Equator will not accept responsibility for the accuracy outlined above. Equator will not accept liability for loss or damage including print, press delays or other ancillary costs.

The PRINTER is responsible for: Verifying that the UPC code scans correctly when printed. Also to check for accuracy in measurements and layout details, prior to plates or cylinders.

Any change to the content of this artwork must be submitted back to the CLIENT for approval.

Client	<b>Walmart</b>	
Product Title	WM BG D90 Chocolate Almondmilk	
Client Ref.	52869	
Equator Ref.	CIN-086255-001	
Date	03.14.24	
Version	3	
Production Artist	v1: MDS; v1a:MF; v2: MDS; v3: PJ	
Design Acc. Manager	KW	
Production Acc. Manager	AA	
New design based on ref: - Update to previous ref: - prev photo ref: - range master ref: -		
Supplier	HP HOOD LLC	
Printer	Elopak US, Canada	
Proofing Profile	Elopak_CMYK_2010-10	
Substrate	White Coated Board	
Die Ref.	FB71_45_349_190_155_203_158 Offset	
Process	Litho_Canada_Boisbriand	
Max. No. Colors	7	
Deliverable File Format	TBD	
Magnification: 100%	BWR: 0.0015"	
		
Barcode No. as it appears in Octopus	194346193813	
Colors	TECHNICAL INKS	
CYAN	PMS 2427 C	MATTE VARNISH
MAGENTA	PMS 4705 C	
YELLOW		
BLACK		

**PRINTER COLOR MATCHING INFO**  
 Pantone Colors MATCH SPECTRALLY TO DIGITAL PANTONE LIBRARY  
 Brand Colors MATCH SPECTRALLY TO COF DATA SUPPLIED WHERE APPLICABLE  
 Image/Process Elements MATCH TO CMYK PROFILED PROOF

Delta E Formula:	Delta E2000
Tolerance:	Delta E <2.0
Illuminate:	DSO
Filter:	None
Observer Angle:	2°
Recommended Device:	X-Rite Exact
XRG:	Yes

Printers are expected to achieve these measurements regardless of substrate within a Delta E of less than 2.

customer signature: .....



**equator Notice**

**Supplier: please remember that walmart policy is that all changes happen in the first round of routing.**

**Please ensure that you are thoroughly reviewing everything and annotating all changes in round one. Round two should be for approval only.**

