# **PACKAGING PROOFING RESPONSIBILITIES\***

#### SAM'S CLUB SR PRODUCT MANAGER

- Overall graphics, (for example):
- Inclusion of proper placement and usage of logos, How2Recycle, Questions/Comments Statement, Made in Country, Distributed By Statement, etc.
- If applicable: Made in the USA, Best if Used By, special item-specific bugs, logos, callouts, handling requirements (i.e., keep refrigerated, keep frozen, store in a cool, dry place), Team Lift, etc.
- Alignment to agreed upon design direction/ theme/item strategy, clear layout and messaging, appropriate photography, interaction and consistency between primary and secondary packaging, etc.
- Item Name/Product Description
- Features, benefits, general copy
- UPC accuracy and placement (multiple locations as appropriate)
- SPM should also perform a light review for general alignment on the following:
- Claims/Statements/Callouts, Weight/Dimensions, Ingredients/Materials, Storage/Handling/Care Instructions, Usage or Cooking Instructions, Nutrition Facts Panel, Allergen Warnings, Safety Warnings, etc.

### SAM'S CLUB SR PRODUCT DEV MANAGER

- Item Name/Product Description
- Weight
- **Dimensions** (US and Metric)
- Ingredients/Materials
- Claims
- Any other "regulated" statements/callouts
- Storage/handling instructions
- Care and Use Instructions (i.e., Dishwasher, Microwave and/or Freezer Safe, Oil/Season before Use, etc.)
- Best if Used By inclusion
- Usage or Cooking instructions
- Nutrition Facts Panel
- Allergen warnings
- Safety warnings
- Made in Country, Made in the USA, special item-specific bugs, logos, callouts, etc.
- SPDM should also perform a light review for general alignment on the following:
- Features, benefits, general copy

## **REGULATORY AGENCY\*\***

• Reviews entire label/artwork and compares to the information provided by supplier to ensure legal compliance.

\*\*if applicable

\* All packaging should be reviewed IN FULL by all assigned/mandatory reviewers at each round of proofing. Proofing needs are item-specific. Points listed here should be considered as applicable to the item and may not be all-inclusive.



### **PRODUCT SUPPLIER**

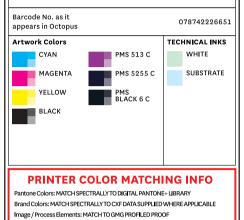
Supplier is ultimately responsible for correct and legally compliant label/artwork – this includes, but is not limited to the following (as applicable):

- Item Name/Product Description
- Weight
- **Dimensions** (US and Metric)
- Ingredients/Materials
- Claims
- Any other "regulated" statements/callouts
- Storage/handling Instructions
- Care and Use Instructions (i.e., Dishwasher, Microwave and/or Freezer Safe, Oil/Season before Use, etc.)
- Best if Used By inclusion
- Usage or Cooking instructions
- Nutrition Facts Panel
- Allergen Warnings
- Safety Warnings
- General Graphics (dieline accuracy, are graphics applied appropriately to provided dielines, interaction between primary and secondary packaging to ensure no key information is obstructed, supplier/printer ability to take design intent and translate it to actual packaging, etc.)
- How2Recycle
- Made in the USA, Team Lift, etc.
- Special item-specific, logos, callouts, etc.
- Use-appropriate photography (this means "is the item accurately represented" not "do I like the photography style/propping/etc.")
- UPC accuracy, placement, and scanability
- Any language translations





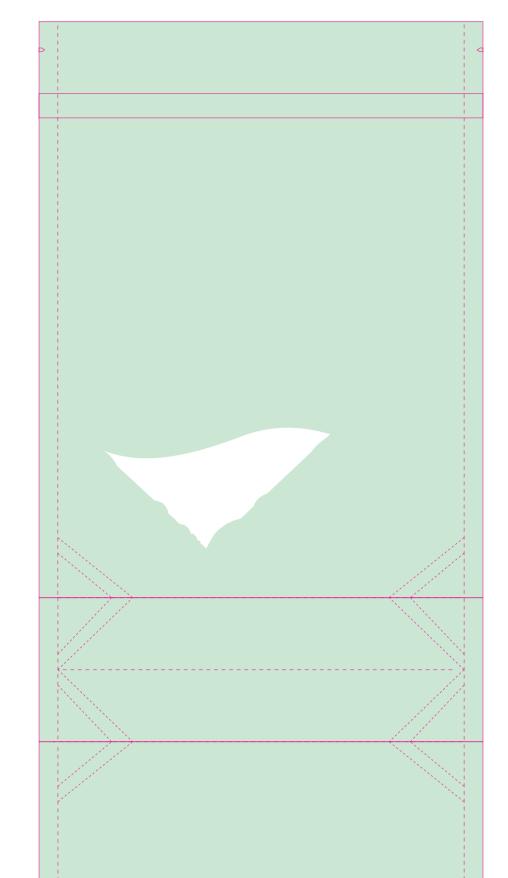
Sam's MM CC Triple Berry Trail Mix - Poucl Product Title MM CC Triple Berry Trail Mi Product Client Ref. Ashley Peopl Equator Ref. CHI-075695-003 09.16.22 Date Production Artis Version v1: MDS; 1 Design Acc. Manager мк Production Acc. Manager AM New design based on ref: Jpdate to previous ref: prev photo ref: -range master ref: CIBO VITA INC upplie Pac\_N\_Wrap\_Corp inter Proofing Profile GRACoL 2013 Coated (CRPC 6) Substrate Reverse Printed Clear Fili Bag Die Line MM Triple Berry 2.5lb Cibo Vita\_V1 Die Ref. ocess Gravure\_Brooklyn\_N Max. No. Colors Illustrator CC2019 Deliverable File Format Magnification: 100% BWR: TBI UPC SYMBOL @ 100% FOR POSITION ONLY 0 78742 22665 1 VERIFY WITH CLIENT FOR CORRECT UPC 



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# WHITE SHOWN @ 50% SCALE







equator Notice **Retouch required.** 

equator Supplier Notice

Please provide H2R logo.

equator **Notice to Printer** TM is under spec and might fill in.



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