



Labelling Guide

Instructions for producing labels for Kobias products

In the manufacture of labels to Kobias products, apply the following standards.

1. Label dimensions

Label dimensions may vary, however, it must be large enough to accommodate all the information in a legible and orderly manner. In the rare event that the packaging design does not allow a sufficiently large label, the label should refer to a separate product data sheet.

2. Language

The language on the label must be Swedish.

3. Typography

The typeface used on the label is consistently Arial. For headings use **Arial bold** and body text Arial regular. The size of the font may vary, but the default size for all the information shall be 10pt. The size may, if necessary, be reduced to 8pt.

4. Label contents

On the label, the following information in the following order shall be placed. When the information is considered insignificant for the product, just omit it. See attached template for example of layout.

Product name: This is written in capital letters and shall be significantly larger than the rest of the text. Beneath the article the name the product specifications in the following order is described.

5. If the product is refrigerated or frozen.
6. If the product is unfermented, fermented or pre-baked.
7. The total product weight, and in parentheses number of units and their weight. Where applicable, also drained weight.
8. Product dimensions if this is essential.

Ingredients: All the ingredients in the product in QUID-order.

Preparing instructions: How the product is thawed, fermented and baked including approximate times for this.

Storage: If the product is stored in fridge, freezer, or dry as well as temperatures for this. If the product can be refrozen. How long the product will remain stable after broached, as well as additional product substantial information.

ID code for traceability / Batch No: Producer's tracking number.

Origin: If the product is manufactured in Europe use the sentence "Made in the EU." If the product is manufactured outside the EU set out the specific country.

Imported by or Produced for: Kobia AB, 020-91 00 61.

Article number: Set out the number Kobia has declared for the product. The size shall be significantly larger than the rest of the text

Best before: Specifies the product expiration date in order DD/MM/YYYY

EAN-kod: Any code must be placed in the bottom right corner of the label.

5. The Kobia logotype

The label shall bear the Kobia logotype. Preferably in color, if this is not possible, use the black version. The placement of the logo must be centered at the bottom of the label or in the upper right corner. The logo shall be 20 mm long and may not be altered in its proportions.

6. Approval

Before the label is printed it must be approved by Kobia.



Kobia Labelling Guide

PRODUCT NAME

Deep frozen, unfermented, 6,48kg (72*90g).

Ingredients: Vetemjöl, vegetabiliskt margarin, vatten, socker, xx.

Preparing instructions: Tina i rumstemp i ca xx min. Jäs i ca 70% luftfuktighet i ca xx min. Baka av i 200-220 grader i ca 18 min.

Storage: Frysvara, -18°C eller kallare. Tål ej omfrysning.

ID-label for traceability/Batch no: XXXXXXXX

Origin: Sverige.

Produced for: Kobia AB, 020-91 00 61

Art no:

88889

Best before:
DD/MM/YYYY



Title: Arial Bold, 10pt

Information: Arial Regular, 10pt



 Pantone Reflex Blue

 Pantone Red 199