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CUTTER KEY:  
(DOES NOT PRINT)  
MD Red  
CUTTER GUIDE  
PERFORATIONS  
MD Blue  
CREASES  
FOLD LINES  
MD Green  
POSITIONAL

F&F

ARTWORK  
VERSION  
3

Artwork Reference: FFB/23/M14456G  
Branded Job No: WM075405-46  
Tesco Buyer/TPM: MEGAN HARRINGTON  
Supplier: SELECT SUPPLIER FROM F&F  
NOMINATED SUPPLIER LIST

Job Description: GLOBAL FRED & FLO BABY SOCK  
RIDER

Substrate: FULLY COATED FBB WITH BLEACHED  
OR CREAM BACK  
Weight: 350 GSM  
Thickness: 435 MICRON  
Whiteness (D65/10°): -  
Brightness (D65/10°): 91% TOLERANCE: -2/+3% ISO 2470-1  
LAB (D65/10°): L\* 95.8 A\* 0.6 B\* -1.0 (+/-3) ISO 5631-2

THICKNESS AND GSM: IT IS THE PRINTERS RESPONSIBILITY TO ENSURE ALL SUBSTRATES ARE FIT FOR  
PURPOSE AND MEET ANY TECHNICAL REQUIREMENTS FOR PERFORMANCE SUPPORTING ITS PRODUCT.

Hook Ref: N/A  
Cutter Ref: CP/23/M14457

Printing Colours - FRONT:

F&F GREY C  
L\* 58.14  
a\* 0.45  
b\* -3.81

Printing Colours - REVERSE:

Production Process: OFFSET LITHO

Finishing: MATT SEALER, DIE CUT

Finish Type:

IMPORTANT INFORMATION: ALL L.A.B. VALUES ARE TO BE REFERENCED FROM THE CENTRAL LIBRARY.  
IF YOU REQUIRE ACCESS TO THIS PLEASE CONTACT TESCO.SUPPORT@BRANDED-AGENCY.COM  
ALL PRINT MUST BE SEALED. THE COLOURS SHOWN ARE NOT A TRUE REPRESENTATION OF  
THE ACTUAL COLOUR, AS THIS IS NOT A PRINTED PROOF. NO TRAPPING, CHOKING OR OVERPRINTING  
INFORMATION HAS BEEN APPLIED.

ALL TRANSLATIONS INTO CE LANGUAGES MUST BE TAKEN FROM  
THE TRANSLATION GRID. FOLLOW THE LAYOUT/TEXT CASE  
SPECIFIED BY THE LEADING ENGLISH TEXT ON THE ARTWORK

DATE	OP	AMEND CODE(S)
v1)	20/04/23	SR New Build
v2)	26/06/23	SR L
v3)	23/01/24	SC M
v4)		
v5)		

KEY NOTES

- There is no colour standard to match to for this artwork. All solid PMS colours should be matched to the L.A.B. values referenced from the Central Library. To request access to this, please contact [tesco.support@branded-agency.com](mailto:tesco.support@branded-agency.com)
- Before bulk production can start you must have approval of your pre-production print samples. Please refer to the **Print Quality Management** section of <https://beta.ourtesco.com/design/clothing> for latest approval process information.
- Any information without an annotation is a fixed field and should not be altered in any way.
- If string is annotated on this artwork, this must be submitted with the pre-production sample.

SUPPLIER RESPONSIBILITIES

- All artwork should be printed from the illustrator file (.ai) located on <https://beta.ourtesco.com/design/clothing>
- Dimensions of your printed item should be the same measurements as annotated on the artwork
- Substrate specification should match the artwork
- There should be no pixelation on any images
- Packaging must be the correct orientation
- The colours must match the approved standard
- The print must be sealed with a matt varnish
- The barcode must read using the Axicon code verifier
- Variable data to be inserted from pick list options only. Data to be confirmed by garment vendor to packaging supplier as per order

CONTACT:  
tesco.support@branded-agency.com

BRANDED

PrintSpec™  
Scale Guide  
100mm  
90mm  
80mm  
70mm  
60mm  
50mm  
40mm  
30mm  
20mm  
10mm  
0mm

Artwork

PO: GA-62196 (GA25-0064-01-04 05) Rider

Artwork by :

Artwork date: 2025.02.13

Item No(Reference #): FFB/23/M14456G

Size: 232x42mm

Scale(artwork): 100%

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THIS ARTWORK WILL  
BE GOING TO PRINT!

PLEASE LOOK IT OVER CAREFULLY &  
CONTINUE ROUTING TO THE NEXT  
DEPARTMENT IN A TIMELY MANNER

By signing off on this artwork you are  
indicating that you have looked over and  
approved all artwork for placement, content  
and dimensions and have shown and  
received approval from any and all other  
necessary persons within your department.

If changes are necessary, please indicate  
all changes on the artwork.