

CATEGORY: HOUSEHOLD  
 BRAND: LYSOL MAX COVER  
 PRODUCT: DISINFECTANT SPRAY  
 FRAGRANCE/FLAVOUR: GARDEN AFTER THE RAIN SCENT  
 SIZE: 425 G (15 OZ)  
 COUNTRY: CANADA  
 UPC#: 0-59631-97135-7  
 COMPONENT#: 8299328  
 DIE OUTLINE#: D8258758 UNWIND 4  
 PRINTER NAME: HAMMER LITHO  
 PRINTER PROCESS: OFFSET  
 IDM PROJECT#: 224565  
 RBR#: RBR1702733  
 MARSH PROJECT#: 17RBCA0248  
 PRE-PRESS AME/PO#: 18405  
 (US/CAN ONLY)  
 FILE NAME: lds\_425g\_gar\_maxcov\_uw4\_sl\_ca.ai  
 REV 3: 05.05.17\_CA

**COUNTRY**  
**CANADA**

**LANGUAGES**  
**1**

mech#	date	brief description of revision
1	04.10.17	created new mech
2	04.26.17	updated copyright date to 2017
3	05.05.17	ca. remove asterisk before rhinovirus

**marsh**  
 creating customer connections for life

please send prepess materials to:  
**RECKITT BENCKISER**  
 MORRIS CORPORATE CENTER IV  
 399 INTERPACE PARKWAY  
 PARSIPPANY, NJ 07054-0225  
 ATTN: BRIAN DUFFY

THIS BOX  
 1/2 x 1/2  
 INCH  
 SQUARE  
 USE AS GUIDE  
 WHEN PRINTING  
 1:1 RATIO  
 THIS BOX  
 10 x 10  
 MILLIMETER  
 SQUARE

**PRODUCTION NOTES**

• THIS PROOF INDICATES APPROXIMATE COLOR ONLY!  
 • ALL COLORS PRINT 100% UNLESS OTHERWISE INDICATED.  
 • ALL STRUCTURE AND HOLDING LINES DO NOT PRINT UNLESS OTHERWISE INDICATED.  
 • THIS IS PREPARED AS A COLOR DIGITAL MECHANICAL. NO TRAPS HAVE BEEN MADE.  
 • ALL TRAPPING IS THE RESPONSIBILITY OF THE ENGRAVER AND/OR SEPARATOR AND/OR PRINTER.

**DISK INFORMATION:**  
**COMPUTER:** Macintosh Intel Core i5  
**PROGRAM:** Adobe Illustrator CS 6

**DESIGN MANAGER:**  
**Carolyn Christy**  
 Marsh Brand Partners  
 800.333.3899 x12894

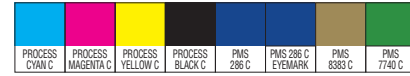
**LAYERS: 4**  
 Callouts  
 Dieline  
 Artwork  
 Background

**FONTS:**  
 Dax, Delta, Flama,  
 HelveticaLTStd,  
 UniversLTStd

**PRODUCTION COLORS: 9**  
 ALL MATCH COLORS BELOW ARE TO BE REPRODUCED USING HAMMER PACKAGING ECG (EXTENDED COLOR GAMUT)



**MATCH COLORS: 8**  
 ALL PMS COLORS FOR REFERENCE ONLY! USE APPROVED COLORS ONLY!



**FINAL PRODUCTION**

**FRONT**  
 "WIDE ANGLE" LINEAR GRADIENT RUNS FROM 100% C, 100% M TO 100% C WITH A % OF PROCESS BLACK SILVER KEYLINE

BACKGROUND & SWOOSH PRINTS GRADATIONS OF PROCESS CYAN & PMS 7740

LYSOL® LOGO PRINTS PMS 286 WITH KO WHITE OUTLINE, DROP SHADOW PRINTS PMS 8383;

WHITE BANNER IS KO WHITE WITH 25% PROCESS CYAN FOR BEVEL EFFECT; BLUE GRADIENT PRINTS PMS 286 OVERPRINTING PROCESS CYAN IN MIDDLE OF GRADATION;

COPY CLAIMS IS KO WHITE WITH DROP SHADOW OF 100% PMS 186+45% PMS 286; LOWER RED BANNER IS 100% M + 100% Y

"DISINFECTANT..." PRINTS PMS 286

"MAXCOVER" - "MA": PRINTS FROM PMS 286C

"X": C AND M GRADATION, "COVER": PRINTS FROM 70% C, 15% M

MAX PRINTS WITH A % OF PROCESS BLACK FOR SILVER KEYLINE.

SCENT NAME PRINTS PMS 7740

CAUTIONARY COPY PRINTS WHITE W/PMS 7740 OUTLINE

**BACK**  
 TOP EYEMARK PRINTS PROCESS BLACK

BACK PANEL COPY PRINTS PMS 286; BOX IS WHITE

INSET BOX PRINTS 14%M + 10%Y W/ 100%M + 100%Y RULES; COPY PRINTS PMS 286

ILLUSTRATIONS PRINT GRADATION TINTS OF PMS 286;

LINE ART PRINTS PMS 286; TYPE KO TO WHITE

INSERT 95% UPC PRINTS PMS 286 IN WHITE BOX

BOTTOM EYEMARK PRINTS PROCESS BLACK

RECKITT LOGO PRINTS PMS 286 BLUE WITH WHITE UNDERPRINT

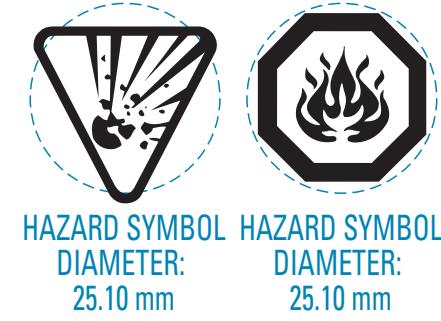
7.441" Label Height (189mm [+/- .2mm])  
 6.9291" Copy Height (176mm)

8.5866" Label Width (218.1mm)  
 7.7630" Copy Width (197.181mm)

No Copy  
 0.5480"  
 (13.92mm)

No Copy  
 0.276"  
 (7mm)

CA		PDP* IN SQUARE CENTIMETERS: 164.88 cm	
NET CONTENT	3.2mm	425 g	
SIGNAL WORD	6.27mm	<b>DANGER:</b>	
HAZARDS	3mm	TENIR HORS DE LA	
HAZARDS	3mm	IRRITE LES YEUX ET LA PEAU	
OTHER MATERIAL	2mm	Lire les précautions au dos.	
SIGNAL WORD	3mm	MISES EN GARDE:	
HAZARDS	3mm	TENIR HORS DE LA	
HAZARDS	3mm	PREMIERS SOINS:	
OTHER MATERIAL	2mm	En cas d'ingestion, Questions?	
MINIMUM	1/16in	Fabriqu� aux �.U.	



HAZARD SYMBOL DIAMETER: 25.10 mm  
 HAZARD SYMBOL DIAMETER: 25.10 mm

← SLIT HERE