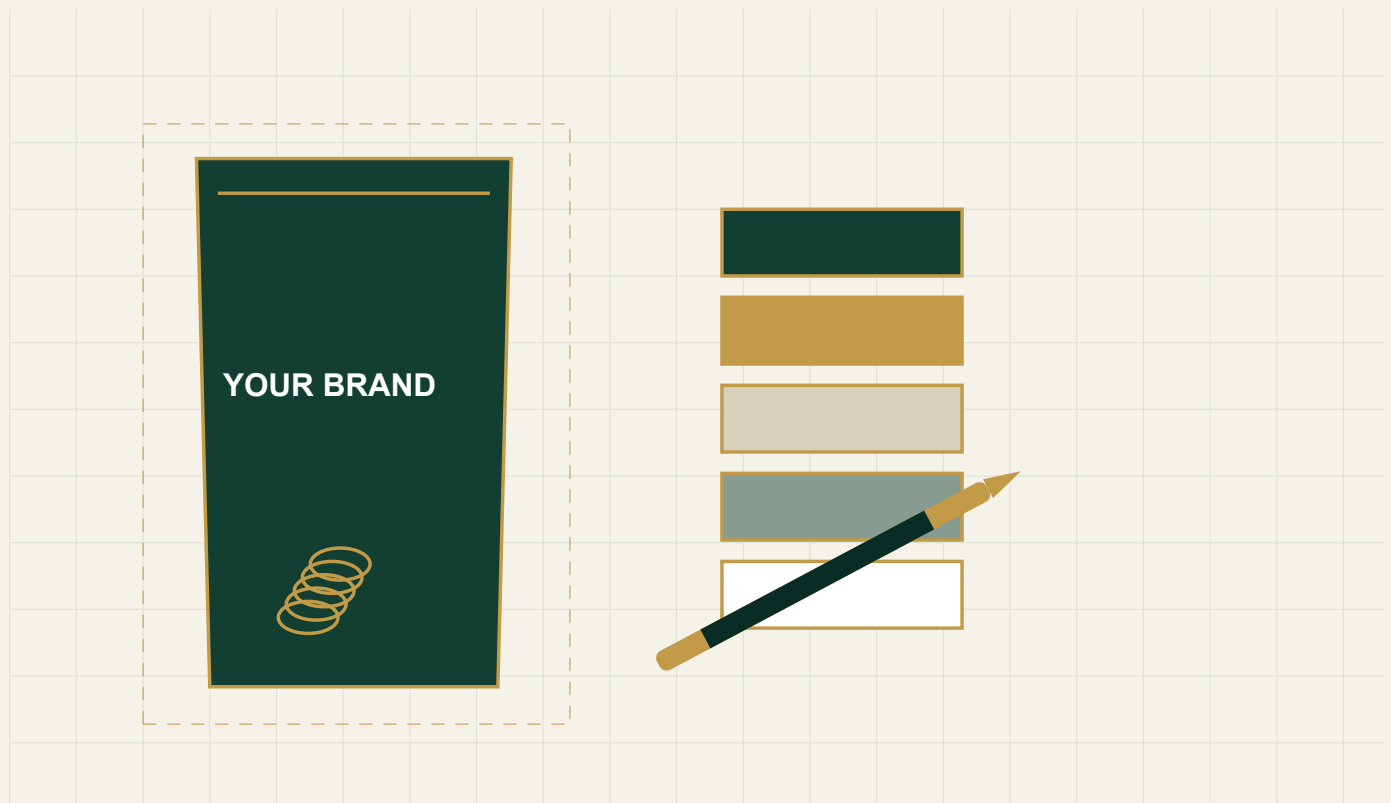


BRAND & PRINT

ARTWORK & LABELING GUIDE

From brand artwork to an approved packaging proof.



DIELINE / COLOR / APPROVAL

— GUIDE

A clear brand. A controlled print file.

Align design, label information and packaging specifications before printing.



The artwork approval route

STEP	ACTION	OUTPUT
01	Buyer provides brand assets	Logo rights, colors, languages and product brief
02	VPP coordinates packaging layout	Dieline and printer requirements to confirm
03	Buyer / importer checks label content	Destination-market review
04	Both parties confirm the print proof	Revision, date and approved signatory

Use an approved printer dieline. Bleed, safe zone, color profile, minimum type size and barcode placement must be confirmed by the printer; this guide does not invent universal measurements.

Label information to prepare

The destination market and product determine the final requirements.

AREA	BUYER INPUT / REVIEW
Product identity	Correct rice description, variety where supported and intended use
Net content & traceability	Net weight, lot/date fields and required production information
Origin & responsible operator	Origin statement and importer / distributor details as applicable
Instructions	Storage and cooking content supported by the actual product
Nutrition / ingredients / allergens	Market-required declarations based on verified data; do not derive values from a generic photo
Claims & certification logos	Evidence, current scope, authorization and permitted wording
Languages & barcode	Required languages, valid barcode ownership and scan test

File handover

Provide editable vector artwork where possible, linked images at the printer-required resolution, licensed fonts or outlined type, color references, and a viewable PDF proof. Name files by brand, SKU, pack size and revision.

Before you authorize printing

One final checklist for every SKU.

CHECK	APPROVAL RECORD
Logo and brand spelling	Checked by / date / revision: _____
Product name and net weight	Checked by / date / revision: _____
Label content and market languages	Checked by / date / revision: _____
Barcode and QR scan destination	Checked by / date / revision: _____
Colors, dieline and print areas	Checked by / date / revision: _____
Lot/date coding space	Checked by / date / revision: _____
Importer and contact details	Checked by / date / revision: _____
Certification / claim permissions	Checked by / date / revision: _____

FIELD	TO COMPLETE
Approved artwork filename / revision	_____
Buyer approver / title / date	_____
Printer / VPP technical reviewer	_____

Approval covers the named revision only. Later edits need a new proof and written approval before print or production.