

<b>COLES BRAND PACKAGING Artwork Rate Card as at 1 July 2017</b>	
<b>Type of Artwork Change</b>	<b>\$ per SKU</b>
<b>Simple PPA</b> (Post Print Amend) with same Printer and / or Supplier – “cut & paste” changes requiring no design layout updates	320
<b>Complex PPA</b> (Post Print Amend) with the same Printer and / or Supplier – multiple “cut & paste” changes	450
<b>PPA New Printer</b> (Post Print Amend) with new Printer and/or new dieline (exceeding 10% difference)	1000
<b>Digi Label</b> – New or updated design (no photography, not incl. Organic)	700
<b>Produce</b> – please refer to Produce rate card	See Produce rate card
<b>Organic</b> – including Organic digi labels. Note: higher rate is due to the Organic background texture being a photograph.	2600
<b>Finest, Gluten Free or Meat</b> – <u>no</u> photography	2000
<b>Finest, Gluten Free or Meat</b> – <u>with</u> photography	3500
<b>Red Ribbon Style Guide 1</b> – <u>no</u> photography	3000
<b>Red Ribbon Style Guide 2</b> – <u>with</u> photography	5000
<b>Red Ribbon Style Guide 3</b> – <b>Brand New Range</b> requiring updates to Brand Style Guide Note: For ranges of 15 SKUs or more SKU cost will be reviewed.	6000
<b>SFP</b> (Shelf Friendly Packaging)	500
The above costs include all design and artwork associated with creating print ready files. Please note that all costs associated with actually printing these files (e.g. plate costs) will need to be discussed directly with your chosen 3rd party printing supplier. Please also note that you must not keep more than 12 weeks’ worth of packaging stock on hand.	

<b>COLES BRAND PRODUCE PACKAGING Artwork Rate Card as at 1 July 2017</b>	
<b>Type of Artwork Change</b>	<b>\$ per SKU</b>
<b>Simple PPA</b> (Post Print Amend) with same Printer and / or Supplier – “cut & paste” changes requiring no design layout updates	320
<b>Complex PPA</b> (Post Print Amend) with the same Printer and / or Supplier – multiple “cut & paste” changes or layout changes. COO update.	450
<b>New Printer 1</b> – existing artwork with <u>no</u> photography (not incl. Organic)	1000
<b>New Printer 2</b> – existing artwork <u>with</u> photography or Organic with <u>no</u> photography	1200
<b>Produce 1</b> – new range <u>no</u> photography	1800
<b>Produce 2</b> – new range <u>with</u> GOP photography	2000
<b>Produce 3</b> – new range <u>with</u> product photography	3000
<b>Organic</b> – including Organic digi labels Note: higher rate is due to the Organic background texture being a photograph.	2600
The above costs include all design and artwork associated with creating print ready files. Please note that all costs associated with actually printing these files (e.g. plate costs) will need to be discussed directly with your chosen 3rd party printing supplier. Please also note that you must not keep more than 12 weeks’ worth of packaging stock on hand.	