



Package#	CHEE-7576A/7B	FritoLay ART CHECKLIST
Stock#	30033624	
UPC#	28400 06678	
Prime Mover:	Design layout and copy approved (not for color)	
Brand/Flavor and ounces/gram weight correct	Face Violator Copy (New Burst, Price Burst, Trans Fat, Promo Burst)	
UPC # matches graphic req	< Prime Mover	
< Initials	Consumer Affairs:	
Guaranteed Fresh benchmark and copy	< Consumer Affairs	
< Initials	Technical Regulatory:	
Nutrition facts correct	Ingredients/Allergens Correct	
Kosher Mark (U, K, K.D)	Claims labeled correctly	
< Technical Regulatory	Packaging R&D:	
Face width, Web Width, Cutoff, Fin or Lap Seal measurements correct	Position of eyepoint (offset 1/16" for under 6 1/2", 1/8" for over 6 1/2" face, centered 3" above bottom cutoff)	
Shelf Line indicated (Fostitos Only)	Bottom of window 4" from bottom cutoff (Fostitos Only)	
Metal or Non-Metal Design matches Bid	Fin or Lap under UPC	
Patent #	< Packaging R&D	
< Initials	Product Development:	
Ingredients/Allergens Correct	< Product Development	
< Initials	Legal:	
Brand/Flavor and ounces/gram weight correct (calculate gram weight)	Kosher Mark (U, K, K.D)	
Copy clearance at least the height of "N" in net weight from statement	Photographic elements in ingredient statement	
Claims labeled correctly	Product enlarged to show texture if applicable	
Check trademarks on Logos	Frito Lay address, copyright date, Frito-Lay logo	
Check trademarks on Logos	Seal Copy (spelling, logo trademarks)	
< Legal	< Initials	
< Initials	Military Only:	
Military copy substituted for Guaranteed fresh information on BP	MANUFACTURED FOR PEPSICO, INC. BY	
U.S. (in front of copyright line)	Product of U.S.A	
Export Burst	Export Burst	
Bestmark - Best Sold By End of DLUO	< Military	
< Initials	< Initials	

Package#	CHEE-7576A/7B	SCHAWK ART CHECKLIST
Stock#	30033624	
UPC#	28400 06678	
Art Layout Dimensions:	Face Width, Web Width, Cutoff, Fin or Lap Seal measurements correct	
Shelf Line indicated (Fostitos Only)	Bottom of window 4" from bottom cutoff (Fostitos Only)	
Metal or Non-Metal Design matches Bid	Copy Clearance (Face is less than 7" = 5/8", Face is 7" or Larger = 7/8")	
Patent #	Position of eyepoint (offset 1/16" for under 6 1/2" face, 1/8" for over 6 1/2" face, centered 3" above bottom cutoff)	
Seal Copy (spelling, logo trademarks)	Silt marks (3/16" from right web, 1/4" above & below cutoff)	
Back Panel Elements:	Blind color bleed (1/4" at top, cut back 3/8" at bottom, 1/8" cutback on right)	
Guaranteed Fresh information	Eye-track: printed white if metal substrate	
Nutrition Facts correct	Face Panel Elements:	
Ingredients correct	Flavor and logo match graphic req	
Frito Lay address, copy right date, Frito-Lay logo	Net Weight size - P/BP < 100g in = 3/16", 100-400g in = 1/4", over 400 g in = 1/2" clearance above and below on wt., left & right = 2x ht of "N" in Net	
Package, stock # correct	Net Weight (oz. to grams correct (oz. x 28.35 = grams))	
Fin or Lap under UPC	Copy clearance at least the height of "N" in net weight from statement	
UPC # matches graphic req	Correct oz. and gram wt. (includes lb if over box)	
Seal Copy (spelling, logo trademarks)	Kosher Mark (U, K, K.D)	
Consistency Checks:	Face Violator Copy (new burst, price burst, trans fat, promo burst)	
Are logos, windows, face elements and back panels in relative position and in proportion with other sizes and flavors?	Bestmark 1.14" wide with 1/8" clearance	
Are bag layouts consistent with other brand items for size and placement of Bursts, logos, etc.	Check trademarks on logos	
Military Only:	Back Panel Elements:	
Military copy substituted for Guaranteed fresh information on BP	Guaranteed Fresh information	
U.S. (in front of copyright line)	Nutrition Facts correct	
Product of U.S.A	Ingredients correct	
Export Burst	Frito Lay address, copy right date, Frito-Lay logo	
Export Burst	Package, stock # correct	
	Fin or Lap under UPC	
	UPC # matches graphic req	
	Seal Copy (spelling, logo trademarks)	

SCHAWK Creative/Mechanic	
Job #	14061-0
Package#	CHEE-7576A/7B
Stock #	0 28400 06678
UPC #	
Production Date	10.17.07
Production Area	RB
Production Date	10.17.07
Production Area	RB
Production Date	10.17.07
Production Area	RB

FINAL APPROVED ART FILE
DATE 11/28/07

Printing Stations and ART Not for Color Match

7-COLOR PROCESS COLORS

PROCESS BLACK	PROCESS CYAN	PROCESS MAGENTA	PROCESS YELLOW	ORANGE	GREEN	BLUE
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PROCESS MATCH / SCREENED COLORS

PMS 021 ORANGE	M100 RED	COMBO BLACK Cheetos Logo	PMS 354 Smart Spot
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FritoLay ART APPROVAL

ENGRAVING / ART NO. CHEE-7576A/7B 30033624

APPROVAL SIGNATURE	DATE APPROVED	<input checked="" type="checkbox"/> CHECK ONE
ER, SUPPLIER		<input type="checkbox"/> AS WITH REVISION
MARKETING VP/DIRECTOR		<input type="checkbox"/> IS WITH REVISION
PRIME MOVER (All Graphics)		<input type="checkbox"/> AS WITH REVISION
CONSUMER AFFAIRS (G.F. Copy, Dept. Box, Zip, Ballmark)		<input type="checkbox"/> AS WITH REVISION
TECHNICAL REGULATORY (Nutrition Facts, Ingredients, Claims)		<input type="checkbox"/> AS WITH REVISION
PQA (Sizing and Packaging Configurations)		<input type="checkbox"/> AS WITH REVISION
PRODUCT DEVELOPMENT (Ingredients)		<input type="checkbox"/> AS WITH REVISION
LEGAL (All Graphics, Lic. Copy, Total Net Wt., Trademarks, etc.)		<input type="checkbox"/> AS WITH REVISION
PROJECT DESCRIPTION:		