POLYFLEX

premedia packaging specialists

🌐 www.polyflex.co.za

BRIDGING THE SUPPLY CHAIN GAP

POLYFLEX GROUP AS A PREMEDIA SOLUTION COMPANY
We operate from brand owner level & control the supply chain up to converter.

Find

POLYFLEX

BRAND OWNER	MARKETING	DESIGN AGENCY	PROJECT MANAGEMENT	REPRO & PLATES	CONVERTER	PACKER	RETAIL LAUNCH
Provides brief and milestone approvals	Research & Target Markets. Packaging audit.	Creative -conceptualizes packaging based on brand identity.	WebCenter Mockups Prototypes Workshops & training	Finished art and final print plate supply	Designs are printed on the substrate and is made ready for packaging.	Product is packed and shipped to retail.	Market Analysis and customer feedback.

PFX

PACK X

"SA's Packaging Industry enables SPAR's Innovative Tiering Project to Revolutionise their Brand Presence.

SPAR PRIVATE LABEL initiated a tiering project to enhance brand presence and convey diverse value propositions through packaging. Specialists Paton Tupper and Polyflex Premedia, as well as numerous packaging converters, collaborated to launch the project on time, leveraging packaging tech and design advancements to create tailored solutions for each tier.

GOLD PACK Awards
THE INSTITUTE OF PACKAGING SA

Submission for the categories of African Innovation
(packaging innovation with major local creative and technological input)
+
Judges' Special Medals Awarded (recognition for special features)
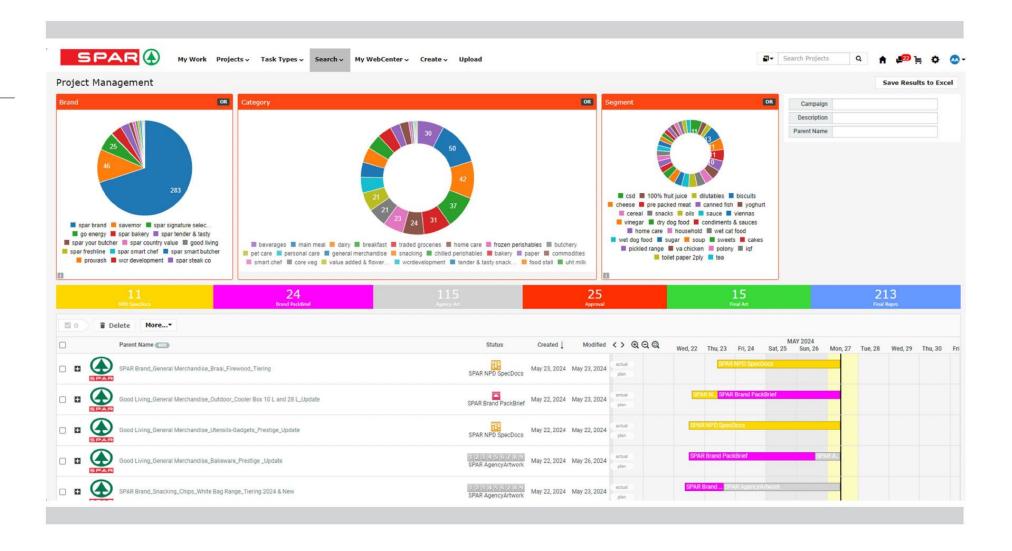
SPAR Encore's internal NPD, marketing and packaging teams worked with design agency, Paton and Tupper and premedia partner, Polyflex Premedia on this award-winning, three-tier Private Label rebranding project.

WebCenter

The WebCenter Project Management dashboard provides the real-time status of each project to the Project Manager

The STP model

1. Segmentation – Dividing the Market

- Demographics
- Geographics
- Psychographics
- Behavioural
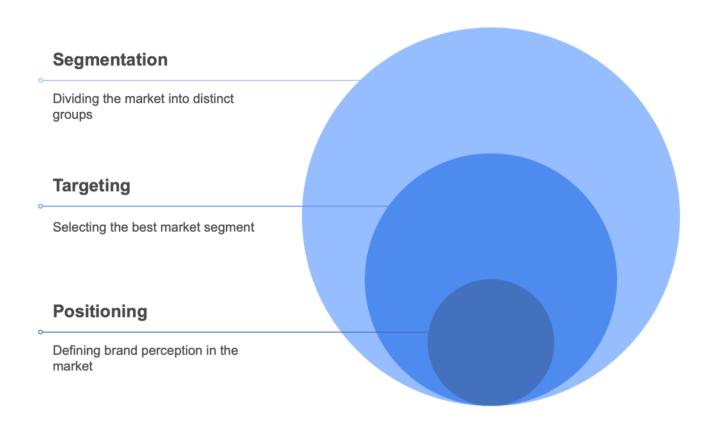
2. Targeting – Selecting the Best Segment

- Mass Marketing
- Differentiated Marketing
- Niche Marketing
- Micro-Marketing

3. Positioning – Defining Brand Perception

- Price Positioning (budget vs. premium)
- Quality Positioning (luxury vs. everyday)
- Benefit Positioning (health, convenience, sustainability)

Market Strategy Framework

Segmentation

Dividing the market into distinct groups

Targeting

Selecting the best market segment

Positioning

Defining brand perception in the market

SPAR SIGNATURE SELECTION

SPAR VALUE MAX RANGE

SAVEMOR RANGE

Sustainable Packaging Solutions

Transition to Mono-layer Materials

Initiating the shift to simpler material structures

Reduction of Plastic Microns

Minimizing plastic particle size for environmental benefits

Conversion to Recycled Board

Transforming materials into eco-friendly board products

Use of ECG Printing Process

Employing an efficient, sustainable printing method
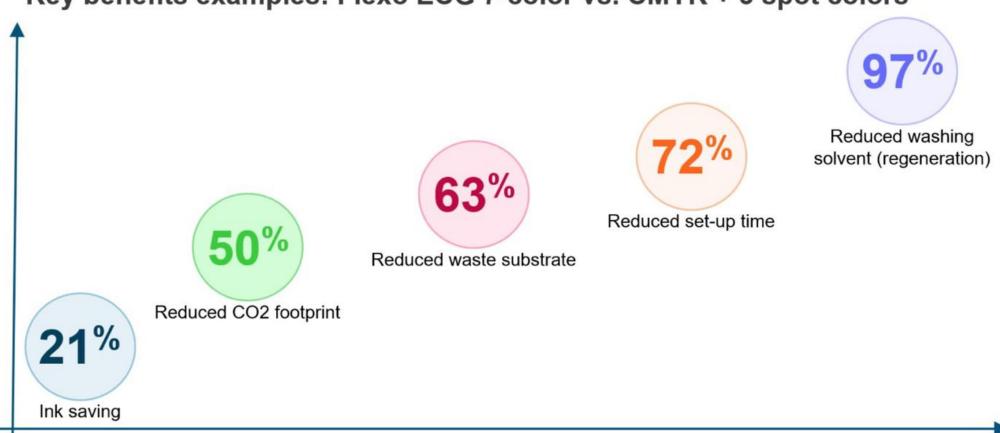
Key Benefits

Key benefits examples: Flexo ECG 7-color vs. CMYK + 3 spot colors

Potential Improvements (y-axis) vs. KPIs (x-axis)

- **21%** Ink saving
- **50%** Reduced CO2 footprint
- **63%** Reduced waste substrate
- **72%** Reduced set-up time
- **97%** Reduced washing solvent (regeneration)

Source: Lankinen, 2021 (PhD thesis: Evaluation of Expanded Gamut Printing in Flexography)

For a wide-web flexographic process with assumption of 50 million meters annual production (3,333 print-jobs), material width of 100 cm

SIEGWERK

POLYFLEX
premedia packaging specialists

Coordination Between Brand, Designer, Premedia, and Printer

- **Integrated Project Management:**
Utilize centralized platforms like **Polyflex's WebCenter** to streamline communication, track progress, and manage approvals among all stakeholders.
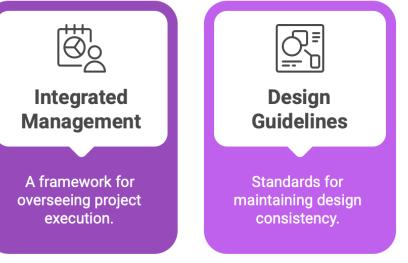
- **Clear Design Guidelines:**
Establish comprehensive **brand guidelines** to ensure consistency across all packaging tiers, as demonstrated by SPAR's distinct identities for Premium, Everyday, and Value ranges.

- **Regular Collaborative Meetings:**
Schedule frequent **touchpoints** to align objectives, address concerns, and adapt to any changes promptly.

Integrated Management	Design Guidelines	Collaborative Meetings
A framework for overseeing project execution.	Standards for maintaining design consistency.	Regular discussions to enhance teamwork.

Managing Multiple Suppliers and Printers

Supplier Vetting and Onboarding
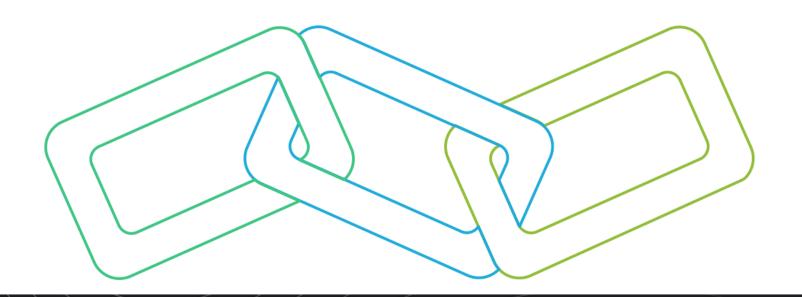
Ensures reliable and quality suppliers are selected

Standardized Processes

Establishes consistency and efficiency in operations

Flexibility and Contingency Planning

Prepares for and mitigates potential disruptions

Navigating Different Print Technologies: Flexo, Digital, and Offset

• **Flexographic (Flexo) Printing:** Ideal for high-volume runs with consistent quality on various substrates. **ECG when possible.**

• **Digital Printing:** Best suited for short runs, prototypes, or designs requiring frequent changes. It offers quick turnaround, limitations in color matching and material compatibility.

• **Offset Printing:** Delivers high-quality results for large-volume projects, especially on paper-based substrates.

• **Strategic Application:** Choose the printing method that aligns with the project's specific needs, considering factors like run size, material, design complexity, and budget.

• **Colour Management:** Ensure colour consistency across different print technologies by collaborating closely with premedia specialists and conducting thorough proofing processes.

Accelerating Time-to-Market

• **Concurrent Workflows:**
Encourage **overlapping tasks** where feasible, such as initiating premedia preparations while finalizing designs, to reduce overall project timelines.

• **Automated Systems:**
 Leverage automation in areas like artwork generation and **approval tracking** to minimize manual interventions and expedite processes.

• **Proactive Risk Management:**
 Identify **potential bottlenecks** early and develop mitigation strategies to prevent delays.

Concurrent Workflows

Strategies for managing multiple tasks simultaneously.

Automated Systems

Systems designed to operate with minimal human intervention.

Proactive Risk Management

Approaches to identify and mitigate risks early.

Brand Alignment Paton Tupper

The project required

- strategic thinking and design expertise
- brand guidelines and created distinct tiers

STRUCTURED APPROACH TARGETTING SPECIFIC SEGMENTS OF THE MARKET.

Through brand-specific
- photographic treatment,
- typography,
- limited font set tailored to the brand identity
- cohesive brand colour palette
- design treatment of product benefits and sustainability claims

, the designers ensured that each tier had a distinctive yet recognisable design architecture.

Premedia Execution Polyflex Pre-media

WebCenter, hosted by Polyflex Premedia.
Realtime dashboards
Project's planning
Status at each step of the way.

- Final art Approval on WC
- Selected converter
- print specification applied
- colour accurate proofs
- print technology ECG or Conventional/Digital Print process
- printing plates were supplied
- Polyflex and SPAR attended most on-press approvals
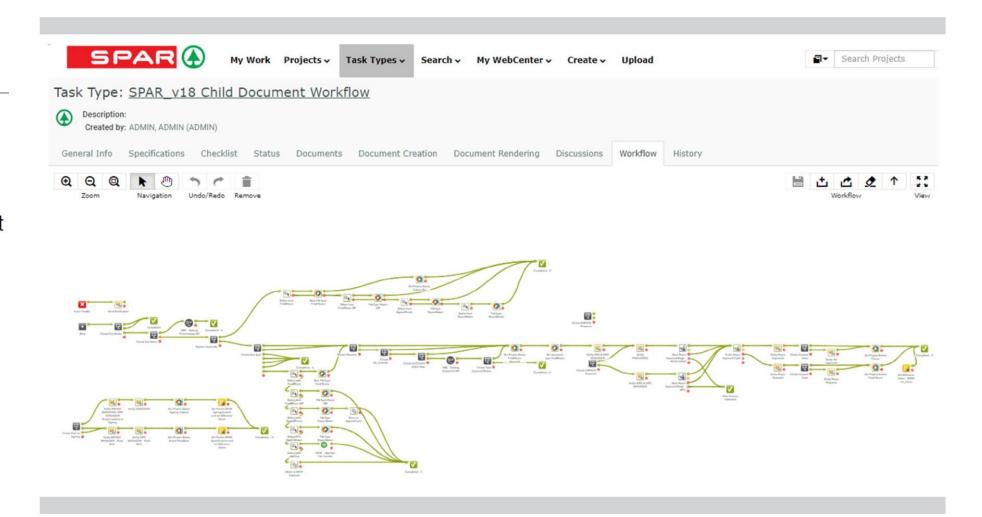
demonstrating, once again, the ability of industry players to meet stringent deadlines and standards.

WebCenter

On WebCenter,
each project moves
automatically through
the approval gates.
The WebCenter Support
Team constantly
monitors progress
and investigates any
delays

SPAR

Username
Enter Username

Password
Enter Password

Log In

oncore

WEBCENTER
ARTWORK APPROVAL PLATFORM

PFX
premedia solutions

TAKE CONTROL

COLLABORATE

EXECUTE
RAPIDLY

SPAR

SPAR Asset Library

Save Results to Excel

Brand OR

39
688

■ spar brand ■ savemor ■ wcr development

Category OR

153
122
85
82
78
55
42

■ beverages ■ snacking ■ breakfast ■ traded groceries ■ main meal ■ dairy
■ chilled perishables ■ general merchandise ■ frozen perishables ■ personal care ■ pet care
■ wcrdevelopment ■ home care

Segment OR

71
66
64
42
42
38

■ chips ■ water ■ dilutables ■ sauces ■ snacks ■ instant beverages ■ household ■ sauce
■ bacon ■ frozen fruit ■ skin care h&b pj ■ csd ■ spreads ■ dry cat food ■ maas ■ cheese
■ soup ■ sliced meats ■ speciality rice ■ tea ■ baking aids ■ insect repellant ■ coffee ■ pasta
■ soya ■ sweets ■ cream ■ condiments & sauces ■ yoghurt ■ gherkins ■ speciality oils
■ pickled range ■ repellents ■ iqf ■ burst dairy blend ■ bleach ■ biscuits ■ oils

Additional Filters

Campaign
Description
FileType

Search Results

🔲 | ☑ 0 | 🔍 View and Annotate | 📄 Compare in Viewer | ⬇ Download | 🛒 Add to Cart | Found: 742 items.

Document Name:	202415114_SPAR_INSECT_REPELLENT_00002_0000358347.pdf
Modified:	Mar 1, 2025 at 10:58
Version Count:	1
SPAR Brand:	SPAR Brand
SPAR Category:	Home Care
SPAR Segment:	Repellents
Campaign:	Tiering
Description:	Insect Repellent
Size:	150ml
PackType:	Aerosol
FileType:	FinalRepro

Document Name:	202425471_SPAR_LEMON_CREAMS_BIS_00002_0000380149.pdf
Modified:	Feb 26, 2025 at 10:42
Version Count:	4
SPAR Brand:	SPAR Brand
SPAR Category:	Breakfast
SPAR Segment:	Biscuits
Campaign:	Tiering 2024
Description:	Lemon/Marie/Coconut
Size:	150g
PackType:	Wrapper
FileType:	FinalRepro

Document Name:	71130_SPAR_Corn_Chips_Range_145g_00002_0000402742.zip
Modified:	Feb 26, 2025 at 10:26
Version Count:	1
SPAR Brand:	SPAR Brand
SPAR Category:	Snacking
SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	ZIP - Design (Asset Library)

Document Name:	71130_spar_corn_chips_tomato_00002_0000399404.pdf
Modified:	Feb 26, 2025 at 10:26
Version Count:	4
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SPAR Category:	Snacking
SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
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Size:	
PackType:	
FileType:	Design

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Version Count:	4
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SPAR Category:	Snacking
SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	Design

Document Name:	71130_spar_corn_chips_sour_cr_00002_0000399403.pdf
Modified:	Feb 26, 2025 at 10:26
Version Count:	3
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SPAR Category:	Snacking
SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	Design

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Modified:	Feb 26, 2025 at 10:26
Version Count:	3
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SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	Design

Document Name:	SPAR Packaging Brief_SPAR Corn Chip_00002_0000375415.docx
Modified:	Feb 26, 2025 at 10:26
Version Count:	1
SPAR Brand:	SPAR Brand
SPAR Category:	Snacking
SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	Packaging Brief

Document Name:	Tortillas Die Line_00002_0000368260.pdf
Modified:	Feb 26, 2025 at 10:26
Version Count:	1
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Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	WorksMap

Document Name:	Product Specification - SPAR Corn Chips - Tomato Flavoured_00002_0000368270.doc
Modified:	Feb 26, 2025 at 10:26
Version Count:	1
SPAR Brand:	SPAR Brand
SPAR Category:	Snacking
SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	Product Specification

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Modified:	Feb 26, 2025 at 10:26
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Campaign:	Tiering 2024 - New
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Version Count:	4
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Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	Design

Document Name:	71130_spar_corn_chips_sour_cr_00002_0000399403 .pdf
Modified:	Feb 26, 2025 at 10:26
Version Count:	3
SPAR Brand:	SPAR Brand
SPAR Category:	Snacking
SPAR Segment:	Chips
Campaign:	Tiering 2024 - New
Description:	SPAR Corn Chips
Size:	
PackType:	
FileType:	Design

Document: 71130_spar_corn_chips_sour_cr_00002_0000399403.pdf

✉ **Mail link to**
🔍 **Open in Acrobat**
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Document: 71130_spar_corn_chips_sour_cr_00002_0000399403.pdf(812.4KB)
Version: 3
Description:
Project: SPAR_Snacking_AssetLibrary `Completed`
Approval: Stage NPD-PACKAGING-BRAND Approval - Approved ✓ Approval Info

| Graphics Information | Document Information | **Approval** | Action History | Annotations | Projects | Shared Link | Attributes | References |

Document Approval Setup `Approved` ⓘ

✏ **Edit Approval Setup for Next Version**

| **1** | **NPD-PACKAGING-BRAND Approval** | | | | | ✓ Approved ⚙ 🔀 |

Approver	Role Assignee(s) or Group Members	Type	Status (Version)	Approval Date	Last Submitted by	Cc
BM BRAND MANAGER	SB SPAR BRANDMAN SPAR BRAND	One of Group	✓ (3)	Dec 12, 2024 11:13	Rodseth, Emma (EMMA.RODSETH@ENCORE.ZA.COM)	
P PACKAGING	SP SPAR PACKAGING SNACKING	One of Group	✓ (3)	Dec 12, 2024 17:00	Augustus, Tash (TASH.AUGUSTUS@ENCORE.ZA.COM)	
N NPD	SN SPAR NPD SNACKING	One of Group	✓ (3)	Dec 13, 2024 08:33	Ramlall, Ashmita (ASHMITA.RAMLALL@ENCORE.ZA.COM)	

Project Management

Save Results to Excel

Brand   OR

Color	Label
■	spar brand
■	savemor
■	spar signature selec…
■	spar bakery
■	good living
■	spar tender & tasty
■	spar country value
■	good living - in hou…
■	spar freshline
■	spar your butcher
■	the food stall
■	spar smart chef
■	go energy
■	prowash
■	wozza

Category   OR

- ■ main meal   ■ general merchandise   ■ breakfast   ■ dairy   ■ frozen perishables   ■ beverages   ■ traded groceries   ■ bakery
- ■ home care   ■ snacking   ■ personal care   ■ butchery   ■ chilled perishables   ■ pet care   ■ commodities   ■ paper   ■ freshline fruit
- ■ food stall   ■ smart chef   ■ value added & flower…   ■ core veg   ■ wcrdevelopment   ■ tender & tasty snack…   ■ uht milk

Segment   OR

- ■ biscuits   ■ pre packed meat   ■ viennas   ■ snacks
- ■ canned fish   ■ yoghurt   ■ csd   ■ cereal   ■ cheese
- ■ stationery   ■ cakes   ■ household   ■ sauce   ■ vinegar   ■ oils
- ■ iqf   ■ dry dog food   ■ appliance   ■ retail pastries   ■ sugar
- ■ condiments & sauces   ■ va chicken   ■ buns and breads
- ■ wet dog food   ■ wet cat food   ■ sweets   ■ home care
- ■ dilutables   ■ baking aids   ■ pasta

Campaign	
Description	
Parent Name	

4	27	106	27	28	351
NPD SpecDocs	Brand PackBrief	Agency Art	Approval	Final Art	Final Repro

☑ 0   🗑 Delete   More... ▾

	Parent Name 546	Status	Created ↓	Modified	First View Date	Final Art Date	‹ › 🔍 🔍 🔍	JAN 2025			FEB 2025		MAR
								13 20 27	3	10	17	24	3
☐ ⊞	Savemor_Main Meal_Vinegar_Vinegar _Update after tiering	SPAR Brand PackBrief	Mar 4, 2025	Mar 4, 2025			actual / plan						
☐ ⊞	SPAR Brand_Traded Groceries_Canned Milk_SPAR Caramel Fantasy _Tiering 2025	SPAR Brand PackBrief	Mar 4, 2025	Mar 4, 2025	Apr 22, 2025	May 16, 2025	actual / plan						SP…
☐ ⊞	SPAR Brand_Snacking_Snacks_Mini Rice Cakes _New Product	1 2 3 4 5 6 7 8 9 SPAR AgencyArtwork	Feb 26, 2025	Mar 4, 2025	Apr 23, 2025	Apr 18, 2025	actual / plan						SPAR Bra… / SPAR Design A…
☐ ⊞	SPAR Brand_Snacking_Snacks_Rice Cakes Standard Range _Tiering 2025	1 2 3 4 5 6 7 8 9 SPAR AgencyArtwork	Feb 26, 2025	Mar 4, 2025	Apr 23, 2025	Apr 18, 2025	actual / plan						SPAR Bra… / SPAR Design A…
☐ ⊞	SPAR Brand_Main Meal_Speciality Oils_Mediterranean Olive Oil_New Product	1 2 3 4 5 6 7 8 9 SPAR AgencyArtwork	Feb 26, 2025	Mar 3, 2025	Mar 24, 2025	Apr 14, 2025	actual / plan						SPAR Br… / SPAR Design A…
☐ ⊞	SPAR Brand_Snacking_Potato Chips_Salt and Vinegar Potato Crisps_New Product	1 2 3 4 5 6 7 8 9 SPAR AgencyArtwork	Feb 26, 2025	Feb 26, 2025	Apr 23, 2025	May 9, 2025	actual / plan						SPAR Age… / SPAR Design A…
☐ ⊞	SPAR Freshline_Freshline Fruit_Fruits_Freshline Bananas -Fresh Technology_Freshline Banana- extended shelf-life bag	1 2 3 4 5 6 7 8 9 SPAR AgencyArtwork	Feb 25, 2025	Feb 25, 2025	Apr 1, 2025		actual / plan						SPAR Agen… / SPAR Design App…
☐ ⊞	SPAR Brand_Beverages_Water_Water 6LT_new	1 2 3 4 5 6 7 8 9 SPAR FinalRepro	Feb 25, 2025	Feb 28, 2025	Feb 20, 2025	Feb 28, 2025	actual / plan						S S. S SPAR / SPA…

SPAR Brand_Main Meal_Pickled Range_White and Brown Onions _Tiering 2024

1 2 3 4 5 6 7 8 9
SPAR FinalRepro

Nov 20, 2024   Feb 18, 2025   Jan 15, 2025   Jan 31, 2025

0 AgencyArt ZIP	0 FinalRepro	0 FinalRepro Approval	4 Crom	0 Plates	0 Print	0 Colour Std

☑ 0   🗑 Delete   💬 Change Project Status   More... ▾

	Project Name ④ ↑	WCR Project ID	WorkTicket	Status ✏	Created	Modified	‹ › 🔍 🔍 🔍	FEB 2025
							20 21	22 23 24 25 26 27 28 1 2
☐ ➕	SPAR Brand_Onions Brown_12x400g_Bottle_Tiering 2024	00002_0000122909	202504405	**1 2 3 4 5 6** 7 8 9 SPAR Crom	Feb 18, 2025	Feb 18, 2025	actual / plan	SPAR Crom
☐ ➕	SPAR Brand_Onions Brown_12x800g_Bottle_Tiering 2024	00002_0000122908	202504402	**1 2 3 4 5 6** 7 8 9 SPAR Crom	Feb 18, 2025	Feb 18, 2025	actual / plan	SPAR Crom
☐ ➕	SPAR Brand_Onions White_12x400g_Bottle_Tiering 2024	00002_0000122907	202504404	**1 2 3 4 5 6** 7 8 9 SPAR Crom	Feb 18, 2025	Feb 18, 2025	actual / plan	SPAR Crom
☐ ➕	SPAR Brand_Onions White_12x800g_Bottle_Tiering 2024	00002_0000122906	202504403	**1 2 3 4 5 6** 7 8 9 SPAR Crom	Feb 18, 2025	Feb 18, 2025	actual / plan	SPAR Crom

Project: SPAR Brand_Main Meal_Pickled Range_White and Brown Onions _Tiering 2024　SPAR FinalRepro ⌄

⬆ **Upload**

⬆ **Upload Multiple Documents**

✉ **Mail link to**

More...▾

Manager: SPAR NPD MAIN MEAL
Customer: THE SPAR GROUP LTD/La Lucia Office Estate
Due On:
Modified: Feb 18, 2025
Description:

ProjectID: 00002_0000118088
AE_OrderID:
ProofReadStatus:

Documents 19	Bill Of Materials 12	Tasks 32	Discussions 0	Characteristics	Attributes	Project Information	Approval	Notifications	Me

Folders 10　✏ 🔧 🗑

🔍 **View and Annotate**　🖼 **Compare in Viewer**　⬇ **Download**　🗑 **Delete Document(s)**　**More...**▾

📁 Project Documents	0
📂 **AgencyArtwork**	4
📁 AgencyArtwork ZIP	1
📁 nBarcode	1
📁 nPrinterSpec	4
📁 nProductSpec	4
📁 nWorksmap	4
📁 Packaging Brief	1
📁 Project Charter	0
📁 Supporting Docs	0

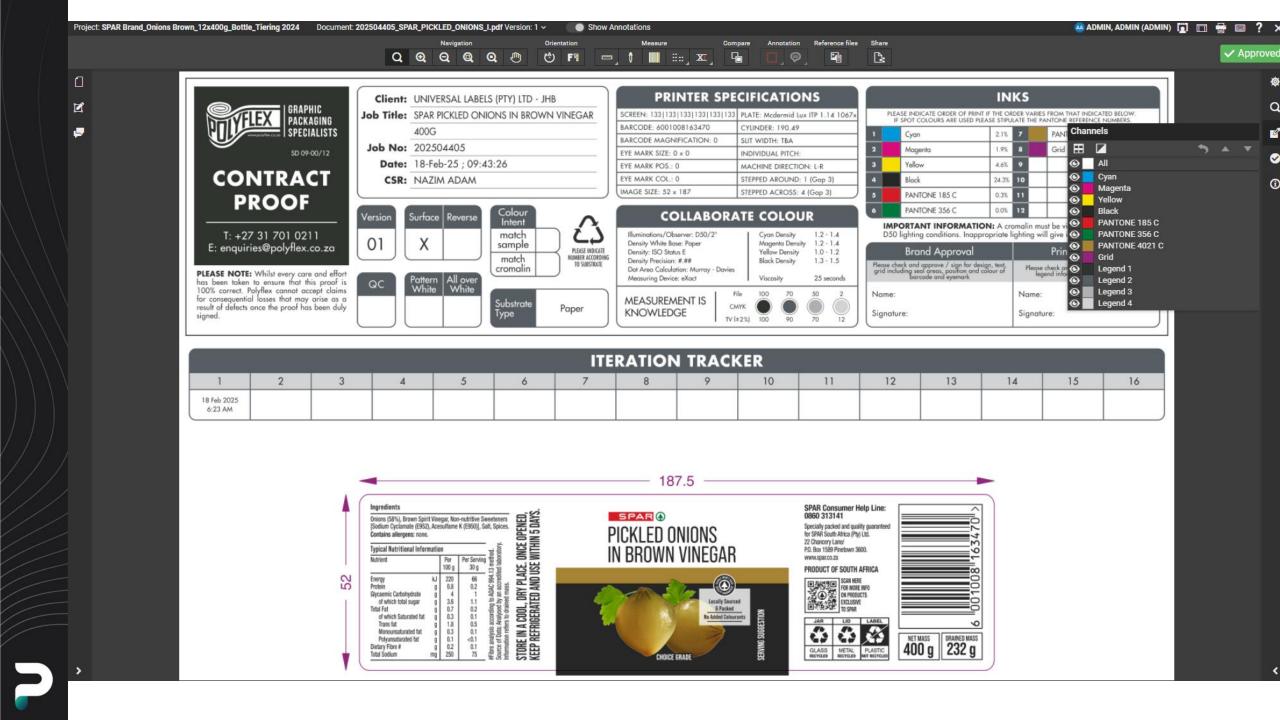| ☐	Documents 4	Version	Approval	Stage	Uploaded
☐	71970_SPAR_tiering brown pickled onions_400g.pdf (152.7KB)	3	✓	NPD-PACKAGING-BRAND Approval	Feb 10, 2025 at 12:23 PM Schafer, Karen (KAREN@PATONTUPPER.CO.ZA)
☐	71970_SPAR_tiering brown pickled onions_800g.pdf (160.7KB)	3	✓	NPD-PACKAGING-BRAND Approval	Feb 10, 2025 at 12:23 PM Schafer, Karen (KAREN@PATONTUPPER.CO.ZA)
☐	71970_SPAR_tiering white pickled onions_400g.pdf (154.1KB)	3	✓	NPD-PACKAGING-BRAND Approval	Feb 10, 2025 at 12:23 PM Schafer, Karen (KAREN@PATONTUPPER.CO.ZA)
☐	71970_SPAR_tiering white pickled onions_800g.pdf (168.9KB)	3	✓	NPD-PACKAGING-BRAND Approval	Feb 10, 2025 at 12:24 PM Schafer, Karen (KAREN@PATONTUPPER.CO.ZA)

Show Annotations AA ADMIN, ADMIN (ADMIN) ? ✕

Navigation Orientation Measure Compare Annotation Reference files Share Text

✔ Approved

ai173917903267_71970_SPAR_tiering brown pickled onions_400g_02.pdf   2   2025/02/10   11:17

187 mm

52 mm

Ingredients
Onions (50%), Brown Spirit Vinegar, Non-nutritive Sweeteners (Sodium Cyclamate (E952), Acesulfame K (E950)), Salt, Spices.
Contains allergens: nces.

Typical Nutritional Information

Nutrient		Per 100 g	Per Serving 30 g
Energy	kJ	120	66
Protein	g	0.8	0.2
Glycaemic Carbohydrate	g	4	1
of which total sugar	g	3.6	1.1
Total Fat	g	0.7	0.2
of which Saturated fat	g	0.3	0.1
Trans fat	g	1.0	0.3
Monounsaturated fat	g	0.3	0.1
Polyunsaturated fat	g	0.1	<0.1
Dietary Fibre #	g	0.2	0.1
Total Sodium	mg	250	75

STORE IN A COOL, DRY PLACE. ONCE OPENED, KEEP REFRIGERATED AND USE WITHIN 5 DAYS.

SPAR

PICKLED ONIONS IN BROWN VINEGAR

Locally Sourced & Packed
No Added Colourants

CHOICE GRADE

SPAR Consumer
Help Line: 0860 313141
Specially packed and quality guaranteed for SPAR South Africa (Pty) Ltd.
22 Chancery Lane/
P.O. Box 1589 Pinetown 3600.
www.spar.co.za

PRODUCT OF SOUTH AFRICA

SCAN HERE FOR MORE INFO ON PRODUCTS EXCLUSIVE TO SPAR

JAR	LID	LABEL
GLASS RECYCLED	METAL RECYCLED	PLASTIC NOT RECYCLED

NET MASS 400 g   DRAINED MASS 232 g

PATON TUPPER
INNOVATIVE BRAND SOLUTIONS

CLIENT: Spar
PROJECT: Brown Pickled Onions
JOB NUMBER: 71970
DATE: 31/01/2025
ACCOUNT EXEC: kim
FINISHED ARTIST: Jen

COLOUR
This colour proof is not a true representation of the final intended colours.

C M Y K

PMS 185 C   PMS 356 C   PMS 4021 C   PMS 000K

REVISION: 01 ARTIST: Jen DATE: 31/01/2025
Prepare Artwork to the files that we were supplied by the repro house

REVISION: 02 ARTIST: Jen DATE: 10/02/2025
Weight to change to drained mass on the nutrition footer

REVISION: 02 ARTIST: Jen DATE: 06/02/2025
Text changes

FINAL APPROVALS
DESIGNER:
FINISHED ARTIST: Jen
STUDIO MANAGER:
ACCOUNT EXEC:
CLIENT: Spar

ARTWORK DISCLAIMER
Every effort is made to ensure that all supplied specs for this artwork have been accurately adhered to, but it is important that a final proof is signed off, by all parties concerned.
Once signed off, Paton Tupper accepts no responsibility for incorrect artwork or dielines.
This proof is a guide & may not reflect the desired, printed end result.
NB: Where a third party is briefed to produce the job we do not accept responsibility for the end product. It is recommended that a hi res digi tal proof be created from this artwork prior to printing.

Queries : Tel: 27 31 462 9903 • Email: info@patontupper.co.za

Channels

All
Cyan
Magenta
Yellow
Black
Dyeline
PANTONE 185 C
PANTONE 356 C
PANTONE 4021 C

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Client: UNIVERSAL LABELS (PTY) LTD - JHB

Job Title: SPAR PICKLED ONIONS IN BROWN VINEGAR 400G

Job No: 202504405

Date: 18-Feb-25 ; 09:43:26

CSR: NAZIM ADAM

POLYFLEX | GRAPHIC PACKAGING SPECIALISTS
www.polyflex.co.za
SD 09-00/12

CONTRACT PROOF

T: +27 31 701 0211
E: enquiries@polyflex.co.za

PLEASE NOTE: Whilst every care and effort has been taken to ensure that this proof is 100% correct. Polyflex cannot accept claims for consequential losses that may arise as a result of defects once the proof has been duly signed.

Version 01
Surface X
Reverse
Colour Intent: match sample / match cromalin
PLEASE INDICATE NUMBER ACCORDING TO SUBSTRATE
QC
Pattern White
All over White
Substrate Type: Paper

PRINTER SPECIFICATIONS

SCREEN: 133|133|133|133|133|133   PLATE: Mcdermid Lux ITP 1.14 1067x
BARCODE: 6001008163470   CYLINDER: 190.49
BARCODE MAGNIFICATION: 0   SLIT WIDTH: TBA
EYE MARK SIZE: 0 x 0   INDIVIDUAL PITCH:
EYE MARK POS.: 0   MACHINE DIRECTION: L-R
EYE MARK COL.: 0   STEPPED AROUND: 1 (Gap 3)
IMAGE SIZE: 52 x 187   STEPPED ACROSS: 4 (Gap 3)

COLLABORATE COLOUR

Illuminations/Observer: D50/2°   Cyan Density 1.2 - 1.4
Density White Base: Paper   Magenta Density 1.2 - 1.4
Density: ISO Status E   Yellow Density 1.0 - 1.2
Density Precision: #.##   Black Density 1.3 - 1.5
Dot Area Calculation: Murray - Davies
Measuring Device: eXact   Viscosity 25 seconds

MEASUREMENT IS KNOWLEDGE

	File	100	70	50	2
CMYK		100	70	50	12
TV (±2%)		100	90	70	12

INKS

PLEASE INDICATE ORDER OF PRINT IF THE ORDER VARIES FROM THAT INDICATED BELOW. IF SPOT COLOURS ARE USED PLEASE STIPULATE THE PANTONE REFERENCE NUMBERS.

1	Cyan	2.1%	7	PANT	
2	Magenta	1.9%	8	Grid	
3	Yellow	4.6%	9		
4	Black	24.3%	10		
5	PANTONE 185 C	0.3%	11		
6	PANTONE 356 C	0.0%	12		

IMPORTANT INFORMATION: A cromalin must be vi D50 lighting conditions. Inappropriate lighting will give t

Brand Approval   Prin
Please check and approve / sign for design, text, grid including seal areas, position and colour of barcode and eyemark   Please check a legend infor

Name: Name:
Signature: Signature:

Channels
All
Cyan
Magenta
Yellow
Black
PANTONE 185 C
PANTONE 356 C
PANTONE 4021 C
Grid
Legend 1
Legend 2
Legend 3
Legend 4

ITERATION TRACKER

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
18 Feb 2025 6:23 AM															

187.5

52

Ingredients
Onions (58%), Brown Spirit Vinegar, Non-nutritive Sweeteners [Sodium Cyclamate (E952), Acesulfame K (E950)], Salt, Spices.
Contains allergens: none.

Typical Nutritional Information

Nutrient		Per 100 g	Per Serving 30 g
Energy	kJ	220	66
Protein	g	0.8	0.2
Glycaemic Carbohydrate	g	4	1
of which total sugar	g	3.6	1.1
Total Fat	g	0.7	0.2
of which Saturated fat	g	0.3	0.1
Trans fat	g	1.8	0.5
Monounsaturated fat	g	0.3	0.1
Polyunsaturated fat	g	0.1	<0.1
Dietary Fibre #	g	0.2	0.1
Total Sodium	mg	250	75

#Fibre analysis according to AOAC 994.13 method.
Source of Data: Analysed by an accredited laboratory.
Information refers to drained mass.

STORE IN A COOL, DRY PLACE. ONCE OPENED, KEEP REFRIGERATED AND USE WITHIN 5 DAYS.

SPAR
PICKLED ONIONS IN BROWN VINEGAR

Locally Sourced & Packed
No Added Colourants

CHOICE GRADE

SERVING SUGGESTION

SPAR Consumer Help Line: 0860 313141

Specially packed and quality guaranteed for SPAR South Africa (Pty) Ltd.
22 Chancery Lane/
P.O. Box 1589 Pinetown 3600.
www.spar.co.za

PRODUCT OF SOUTH AFRICA

SCAN HERE FOR MORE INFO ON PRODUCTS EXCLUSIVE TO SPAR

6 001008 163470

JAR	LID	LABEL
GLASS RECYCLED	METAL RECYCLED	PLASTIC NOT RECYCLED

NET MASS 400 g   DRAINED MASS 232 g

SIMPLICITY IS THE ULTIMATE SOPHISTICATION

By effectively tiering the SPAR private label brands and implementing sustainable packaging solutions, we have enhanced the brand's market position and contributed to a more efficient and sustainable future for the industry as a whole.

Judith Gale – SPAR Brands
Marketing Manager

https://www.napkin.ai

Brand Development and Launch Process

01 Marketing
02 Design Agency
03 Project Management
04 Repro
05 Plates
06 Converters

Brand Development Process Overview

Packer
Brand Owner
Converters
Marketing
Plates
Design Agency
Repro
Project Management

Brand Development Process Overview

Brand Owner
Initiates and oversees the brand strategy

Marketing
Develops and implements marketing strategies

Design Agency
Creates the brand's visual and conceptual identity

Project Management
Ensures timely and coordinated project execution

Repro
Manages the reproduction of design materials

Plates
Involves the preparation of printing plates

Converters
Handles the conversion of materials for production

Packer
Responsible for packaging the final product

FUTURE PACK

THE INSTITUTE OF PACKAGING SA

Confronting Changing Global Packaging Challenges

TUESDAY 11 MARCH

INNOVATIONS & DEVELOPMENTS IN PACKAGING MATERIALS AND TECHNOLOGY