Reward Code Label Specifications

- **Label Size:**
  - ➢ Reward Code – 2.875"(w) x 2.375"(h)
  - ➢ Base Label – 2.875"(w) x 2.375"(h)

- **Facesheet:**
  - ➢ A bright blue-white 60# C1S super calendered paper. It is designed to bridge the gap between low and high-end process printing, up to 175 line screen. This sheet prints well with water-based Flexo, UF Flexo and UV Letterpress inks. It has improved smoothness while maintaining strength for good converting and dispensing. Caliper: 3.1 Mil +/- 10%

- **Varnish**
  - ➢ UV high speed/gloss topcoat for flexographic press.
  - ➢ Intended for general-purpose use, but also offers outstanding cure response resulting in high gloss films
  - ➢ Very good solvent, water, and rub resistance

- **Adhesive:**
  - ➢ All-temperature adhesive developed to provide good room temperature performance and excellent cold temperature performance without sacrificing good die cutting and stripping properties. Meets the requirements of FDA 21 CFR 175.105 for indirect food contact.
  - ➢ Minimum Application Temperature: -20º F
  - ➢ Service Temperature Range: -65º F to +200º F

- **Liner:**
  - ➢ 40# semi-bleached, supercalendered kraft stock featuring high internal strength, toughness and tear resistance Used primarily for roll-to-roll label applications.
  - ➢ Caliper: 2.5 Mil +/- 10%

- **Shelf Life:**
  - ➢ One year when stored at 72ºF at 50% RH.

Other Attributes

- **Reward Code:**
  A unique, 12 digit, alphanumeric code that is printed on the label and entered on-line by the participant.
  - ➢ The Reward code is formatted: **xxxx-xxxx-xxxx**.
  - ➢ Each Reward Code has value as assigned by the Sponsor and should be treated in a secure manner.

- **Bar Code:**
  The bar code store the same Reward Code that's printed on the Reward Code Label. It can be used by any participant who has a scanner and would like to enter a large amount of Reward Codes in a fast and efficient manner.
  - ➢ The bar code uses a 3 by 9 or code 39 symbology. This is a standard symbology and should be recognized by most scanners.

Other Attributes
(Continued)

- **Label Name:**
  The Label Name is typically the name or abbreviated name of the product participating in the program.
  - ➢ The Label Name is assigned at the product level and cannot be changed at the time of an order. The maximum number of characters for the Label Name is 28.
  - ➢ Contact your Coalition Manager if you need to modify a Label Name.

- **Reference Number:**
  A Sponsor may elect to assign a reference number that would appear in the lower right hand corner of the Reward Code
  - ➢ The Reference numbers is assigned at the product level and cannot be changed at the time of an order
  - ➢ Contact your Coalition Manager if you need to add or modify a reference number.

- **Expiration Date:**
  The expiration date is printed on all labels
  - ➢ Minimum expiration period is 24 months from the date the reward code is printed
  - ➢ Expiration Date Format: mm/yyyy
  - ➢ Codes will be accepted through the last day of the month in which they expire

- **Colors:**
  Label bar colors are available for Large Peel-Off labels. The entire label is not colored, but rather the bar below the Foodservice Rewards logo is colored. The remaining portion of the Reward Code label is the standard yellow.
  - ➢ Sponsors can elect to modify the color at the time of product set-up
  - ➢ Default color set up for all sponsor products is black at no charge
  - ➢ Cost: $75 per product, per color – Example: Reward codes ordered for 5 products, with 3 products having color labels would cost $225
  - ➢ Available Colors:

    - ▪ **Black (default)**
    - ▪ **Red – 185**
    - ▪ **Orange – 021**
    - ▪ **Blue – 072**
    - ▪ **Purple – 2592**
    - ▪ **Green – 361**
    - ▪ **Cyan**

- **Unwind Types:**
  The Unwind Type determines the direction the label will come off the roll and applied to the product packaging. There are two Unwind Types to choose from:
  - ➢ **Unwind Right or Unwind #3**: The right side of the label is dispensed first. The bar code will be on the right side of the label.
  - ➢ **Unwind Left or Unwind #4:** The left side of the label is dispensed first. The bar code will be on the left side of the label.
  - ➢ **General Rule:** You can determine which unwind type you need by the location of the bar code. The bar code should always be on the side that dispenses first out of your label applicator.
  - ➢ If you hand apply the labels, the unwind type does not make a difference and you should choose Unwind Right as the default.