V7SEVEN

Packaging Guide 2022

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Typography

The Myriad Pro font family has been chosen for all branded messages. It's versatile, easy to read and has a universal appeal. Using a single type family brings unity to V7 brand packaging and creates visual interest when incorporating various weights and styles.

Myriad Pro - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:!?&/%*-−$

Myriad Pro - Semi-Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:!?&/%*-−$

Myriad Pro - Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:!?&/%*-−$

Myriad Pro - Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:!?&/%*-−$

Logo Guidelines

To protect the integrity of our identity, a minimum amount of space surrounding the V7 logo is to be left clear of text, logos, symbols and other design elements. Under no circumstances should a design element compete with the logo by overlapping or crowding its position on the page.

Clear space
The logo needs to have clear space around it at a minimum of 1X.

X

X   X

SEVEN

X

Pantone 2925C

Pantone Cool Grey 7C

Logo Guidelines - For Product

For products, a simple one color version of the logo is used. We specify PMS Cool Gray 10C for black colored products and PMS Cool Gray 5C for while colored products for the application of the logo. For sizing, general rule is 6mm wide, but this will vary greatly by product and ultimately must be reviewed by brand team. If you have any questions on usage, just ask.

Grey version
PMS Cool Grey 10C

Grey version
PMS Cool Grey 5

Packaging Example - Color Box

We use a full color, retail type box with a one color V7 logo printed on the top panel where appropraite. Product information (Model Number, Description and Barcode) will be direct printed and the barcode can be labeled when needed. The logos and product photos will have a UV treatment for an up-market look and feel.

V7SEVEN

STEREO EARBUDS
HA200
Lightweight Design • Noise isolating

Stereo Earbuds
• Lightweight design
• 10mm drivers
• Noise isolating fit

Auricolari stereo
• leggeri
• Driver da 10 mm
• Isolamento dal rumore

Auriculares estéreo
• Diseño ligero
• Controladores de 10 mm
• Ajuste con aislamiento del ruido

Ecouteurs stéréo
• Conception légère
• Haut-parleurs de 10 mm
• Isolation phonique

Stereo Ohrhörer
• Leichtes Design
• 10 mm Treiber
• Geräuschunterdrückung

2 Year Limited Warranty
www.V7world.com

CE RoHS FC UK CA

www.V7world.com

CALIFORNIA PROPOSITION 65
⚠️**WARNING**
Cancer and Reproductive Harm
www.P65Warnings.ca.gov

HA200

6 62919 11481 2

French Triman Requirement:
For Electronic Product Packaging
&
Packaging Waste Recycling Requirement

Italy Packaging Recycling Requirement

(See Guide for details)

Manufacturer
Ingram Micro Inc.
3351 Michelson Drive, Suite 100
Irvine, CA 92612-0697, USA

Importer

Ingram Micro, LP Canada
55 Standish Court
Mississauga, ON, L5R 4A1, Canada

Ingram Micro NZ Ltd
78 Apollo Drive, Albany
Auckland 0642, New Zealand

Ingram Micro Pty Ltd
67 Dunning Ave, Rosebery
NSW 2018, Australia

Ingram Micro (UK) Ltd,
Q10 Hillwest, Midsummer Boulevard,
Milton Keynes, MK9 2EA, United Kingdom

Ingram Micro Pan Europe GmbH
Heisenbergbogen 3
D-85609 Dornach / Munich, Germany

Ingram Micro Mexico, S.A. de C.V.
Calle de Javier No 3, Col Parque, 53398
Naucalpan de Juárez, CDMX, Mexico

PAP 21   PAP 22   LDPE 4   EU Recycle

Proposition 65 Sticker - Should not be resized. The Stamp is made to a specific set of guide lines set by Proposition 65 and therefore should not be resized, stretched or modified

Pantone 2925C   Pantone Cool Gray 7C   Pantone 635C

Serial Numbers + UPC Barcodes

Electronic devices with electronic components such as mice and keyboards require a serial number. Serial numbers should be on the rating label, the product packaging and the range of serial numbers should go on the outside of the master carton.

S/N
[barcode]
VM9999001D401C00001 · · · · · · · · · · · · Serial Number (S/N:) Code 39

UPC
[barcode]
662919 104134 · Global Barcode scan graphic - UPC-A Barcode

The logic of the Serial Number - How to incorporate a date in S/N?

BMSSSSSSSDYWWCNNNNN

B	Brand (V for V7)
M	Where Material Number Starts
SSSSSSS	7 Digit SAP Material Number - Issued by V7
D	Where Date Starts
Y	Last Digit of the Year
WW	Workweek (34 for Wk 34)
C	Where Counter Starts
NNNNN	Counter for production (00001 for 1st unit, 99999 for 99,999th unit)
	SKU assigned in the V7 system: SKU assigned in the V7 system: Model# ABC6000-BT-WHT = SKU# 9999001 If this was 1000 units of above were made in wk 1 of 2014, it will be VM9999001D401C00001 ~ VM9999001D401C01000

S/N (Serial Number): Add the Serial Number on top of the Localized Part Number, Use Code 39

UPC/EAN Code/s: If two codes are provided by Ingram Micro PLEASE also print the letters "UPC" and/or "EAN" next to the barcode, to avoid mislabelling or misscanning. Minimum size: 3 x 1.5 cm (EAN=EAN13, UPC=UPC-A) If only ONE code is provided by Ingram Micro, it will be a globally working (UPC-A) Code. Make sure it starts with the Numbers – 662919 – There should be no '0' in front and it should be 12 digits

DO NOT RELY SOLELY ON ARTWORK PROVIDED BY INGRAM MICRO, PLEASE ASK FOR UPC CODE SEPARATELY DURING PRODUCT LAUNCH AND AUDIT ARTWORK.

IT IS SUPPLIER'S RESPONSIBILITY TO DOUBLE CHECK IF PRINTED ARTWORK HAS THE CORRECT UPC CODE.

Batch Codes

If a serial number is needed for non electrical devices with non electrical components; a batch code should be used instead and placed as a sticker in an inconspicuous place.

Batch Codes Should use a 4 digit number. The first two number represents the last two digits of the current year of manufacture and the last two digits represent the month of manufacture.

Example

1810

Year: 2018
current year of
manufacture

Month: October (example)
current month of
manufacture

Placement
Placement of the sticker should be in an inconspicuous spot such as under the base of a product or behind the product where it is not easily visible.

1810

1. For Electronic Product Packaging - FR Product Recycling Requirement

For products **without** Power cord/ adapter - no removable battery

Example:
Wired Mouse
Wired Keyboard
Wired Headset
Cables
BT Headset

For products **with** AC Power cord or adapter

Example:
Monitor
Docking
Powered Speaker

For products Large products **with** Power cord/ adapter/accessories

Example:
IFP
Charge Cart

For products **with** removable battery

Example:
Wireless Mice

For battery products

Example:
Notebook Battery
UPS Battery

2. For Non-Electrical products:
Packaging Waste Recycling Requirement
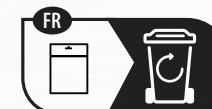
Retail Box   Envelope

Example:
Desk mounts
Privacy filters
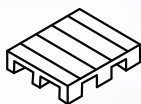
For Manuals, Warranty (Paper Only)

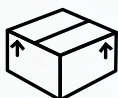## 3. Master Carton shall include:

Example:
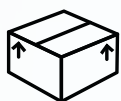All Products

Italy Packaging Recycling Requirement

Pallets

FOR 50

Master Carton

PAP 20

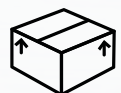## Retail Package (Multiple waste materials)

PAP 20	**PET 1**	**PET 1**	**PAP 21**	**PET 81**
Box	Polybag	Clamshell	Envelope	Blister

Retail Package (Single waste material)

4 LDPE	21 PAP	1 PET
Polybag	Paper	Clamshell

Inner Packaging

HDPE 2	**PS 6**	**PET 90**
Plastic Tray	Styrene Foam	Anti-Static Cover

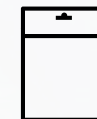| **LDPE 4**	**HDPE 2**	**LDPE 4**
Plastic Bag (cables)	Closed Cell Foam	Plastic Bag

Collateral

PAP 22

Manuals/Warranty
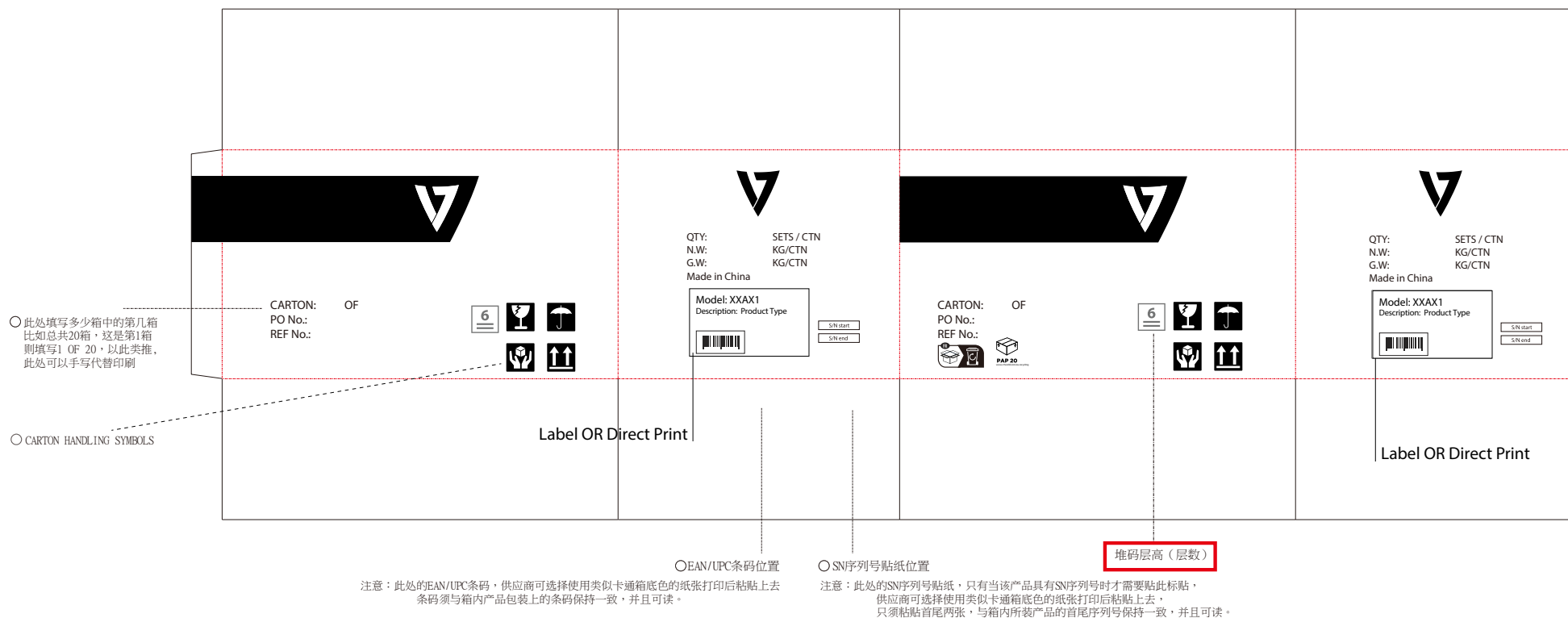
All Packaging

EU Recycle

Packaging Example - Master Carton

All products will end up in a master carton for palletizing and shipping. Here is a sample of what it looks like and necesary shipping info.

t

1．此图仅作印刷内容的说明，具体尺寸请以按实际装箱制作为准
2．材质：K=K，颜色为普通牛皮纸箱颜色
3．纸箱上的信息请供应商按实际情况填写

此处填写多少箱中的第几箱
比如总共20箱，这是第1箱
则填写1 OF 20，以此类推，
此处可以手写代替印刷

○ CARTON HANDLING SYMBOLS

CARTON: OF
PO No.:
REF No.:

QTY: SETS / CTN
N.W: KG/CTN
G.W: KG/CTN
Made in China

Model: XXAX1
Description: Product Type

S/N start
S/N end

Label OR Direct Print

CARTON: OF
PO No.:
REF No.:

QTY: SETS / CTN
N.W: KG/CTN
G.W: KG/CTN
Made in China

Model: XXAX1
Description: Product Type

S/N start
S/N end

Label OR Direct Print

○EAN/UPC条码位置

○SN序列号贴纸位置

堆码层高（层数）

注意：此处的EAN/UPC条码，供应商可选择使用类似卡通箱底色的纸张打印后粘贴上去
　　　条码须与箱内产品包装上的条码保持一致，并且可读。

注意：此处的SN序列号贴纸，只有当该产品具有SN序列号时才需要贴此标杆，
　　　供应商可选择使用类似卡通箱底色的纸张打印后粘贴上去，
　　　只须粘贴首尾两张，与箱内所装产品的首尾序列号保持一致，并且可读。

Thank you.

Thank you for reviewing our packaging guidelines. Should you have any questions, please contact us. We're here to help.

Approval
All branded items must be approved by V7 prior to production. Please note that we require 2 business days turnaround time for each review stage, including our final approval.

Proprietary Ownership
V7 has ultimate ownership of all packaging files created by the manufacturer for V7 products. Once packaging is approved, it is a requirement that the manufacturer send a workable file to V7 for storing and archiving purposes.

Contact
If you have any questions or have files ready for approval, please contact:

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714.382.1240
rich.cohen@v7-world.com