

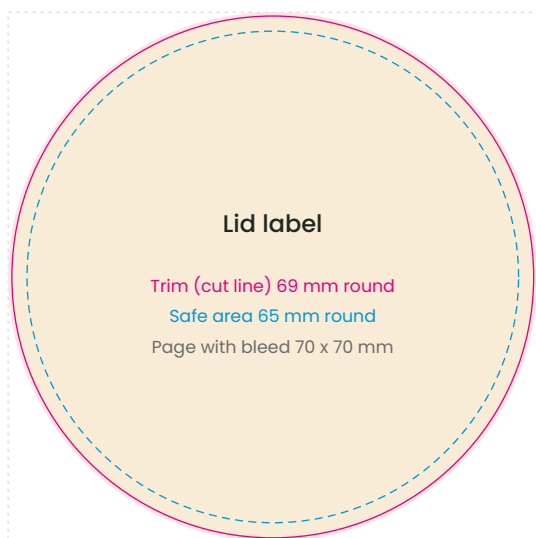
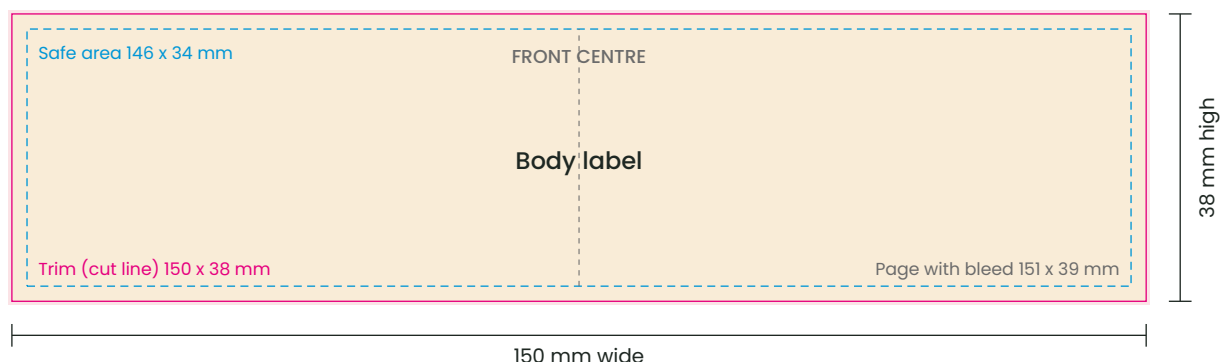
Label guide

Private label matcha tins, 30 g

Your tins carry two labels: one across the front of the tin and one on the lid. You design them, we print them and apply them. This guide gives the sizes, the file rules and the text your label needs.

1. The two labels

- **Body label:** 150 mm wide and 38 mm high, across the front of the tin. The back of the tin stays bare.
- **Lid label:** round, 69 mm across, on top of the lid.



Pink line: where the label is cut (trim).

Blue dashed line: keep text and logos inside it (safe area).

Light pink band: the 0.5 mm bleed. Run your background colour or image out to the page edge.

Both labels are shown at 100 % when this page is printed on A4 at actual size.

2. File rules

- One print-ready PDF per label.
- Page size with bleed: body 151 x 39 mm, lid 70 x 70 mm. That is 0.5 mm bleed on every side. No crop marks.
- Keep text and logos at least 2 mm inside the cut edge (the trim line): the safe area is 146 x 34 mm on the body label and 65 mm across on the lid.
- Embed or outline all fonts. Images at 300 dpi or more at full size.
- Colours in CMYK. Colours on a screen can look different in print.
- Download the templates at allreasons.eu/private-label/matcha-tins

3. What your label needs to say

We ask for this information on every label, in line with EU food and organic labelling law, in the language of the country where you sell:

- The name of the food, for example “Organic ceremonial matcha”
- The ingredients
- The net weight, 30 g, with figures at least 2 mm high
- How to store it
- Where the matcha comes from (country of origin)
- Your company name and address
- Best before and lot: we print these on a sticker on the bottom of the tin, so write “Best before and lot: see bottom of tin”
- Organic grades only: the EU organic logo, with the code LV-BIO-02 under it and “Non-EU Agriculture” under the code
- Text size: an x-height of at least 1.2 mm for this information

Label text for your matcha

Matcha	Ingredients	Storage	Country of origin	Organic
Ceremonial Matcha	Green tea (matcha) 100%	Store in a dry, cool place, away from direct sunlight and heat, in a closed package.	China	No
Organic Ceremonial Matcha	Organic green tea (matcha) 100%	Store in a dry, cool place, away from direct sunlight and heat, in a closed package.	China	EU organic logo, LV-BIO-02, Non-EU Agriculture
Top Grade Organic Ceremonial Matcha	Organic green tea (matcha) 100%	Store in a dry, cool place, away from direct sunlight and heat, in a closed package.	China	EU organic logo, LV-BIO-02, Non-EU Agriculture
Organic Ceremonial Japanese Matcha	Organic green tea (matcha) 100%	Room temperature; dry, cool place, away from direct sunlight and heat, in a closed package.	Japan	EU organic logo, LV-BIO-02, Non-EU Agriculture

Net weight on every grade: 30 g. Add your company name and address.

4. How to send your files

Upload them with the link in your order email, or reply to that email with the files attached or a download link.

5. What happens next

1. We check your files and email you a proof within 2 business days.
2. You approve the proof by replying to that email. Production starts after your approval.
3. We print your labels, fill and seal the tins, and dispatch them within 10 business days after your approval.

You can cancel for a full refund until you approve the proof. Anything wrong in an approved file is reprinted at your cost. Send your files within 60 days of your order: if none arrive by then, we cancel the order and refund it in full.