

Specification of Printed Matter

Product Name:	ECL&B Action Plan
1. Functionality	Wall poster
2. Press	Description
Color	4+0 CMYK
Paper type	Silk
Paper weight	150g/m2 +/-5 mat (Optional: laminated (10my) on both sides)
Paper color	White
3. Post press	Description
Number of pages	1
Size with product gross	L 560 mm x H 1200 mm
Laminated	Yes (optional)
Laminate type	Mat laminate (10 my) on both sides
4. Additional information	Description
Colors	See next page

Product Name:	ECL&B Provider Guide
1. Functionality	Provider Guide

2. Press	Description
Color	4+4 CMYK
Paper type jacket	Gloss
Paper type insides	Gloss
Paper weight jacket	130g/m2 +/-5
Paper weight inside	105g/m2 +/-5
Paper color	White

3. Post press	Description
Number of pages (including jacket)	74
Size with Product Net	L210 mm x H148 mm (A5 landscape)
Size with Product Gross	L420mm x H148mm
Folding	Basics
Number of staples	2
Laminated	Yes (optional)
Laminate Type	Gloss (see additional information below)

4. Additional information	Description (see next page)
Laminate Type	(Film) laminate 10 my on frontpages of jacket, no lamination on insides

Product Name:	ECL&B Facilitator Flipchart
1. Functionality	Flipchart

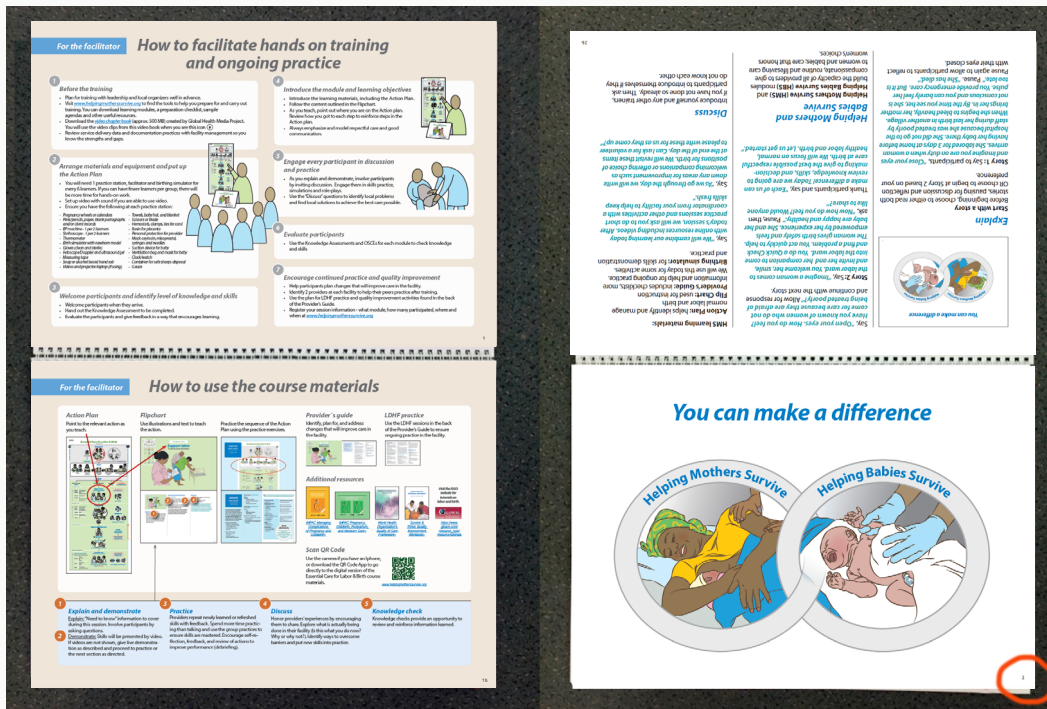
2. Press	Description
Color	4+4 CMYK
Paper type, jacket	1 mm transparent stiff plastic sheet (front)* (or min. 2mm stiff cardboard) 2 mm transparent stiff plastic sheet (back)* (or stiff cardboard)
Paper type insides	Silk
Paper weight insides	150g mat
Paper color	White

3. Post press	Description
Number of pages (including jacket)	68
Size Inside	L420 mm x H292 mm
Size front jacket	L420 mm x H297 mm
Size back jacket	L420mm x H297mm

4. Additional information	Description
Spiral	White metal

4. Additional information: Page arrangement

Note that the direction of the first Flipchart page is different from the rest.
The finished product should look like this:



4. Additional information: Stand

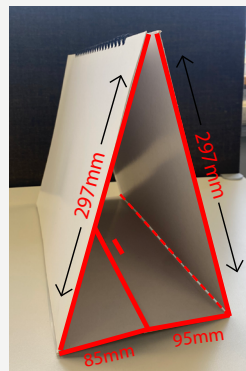
Version 1

Simple solution:
Finished product standing.



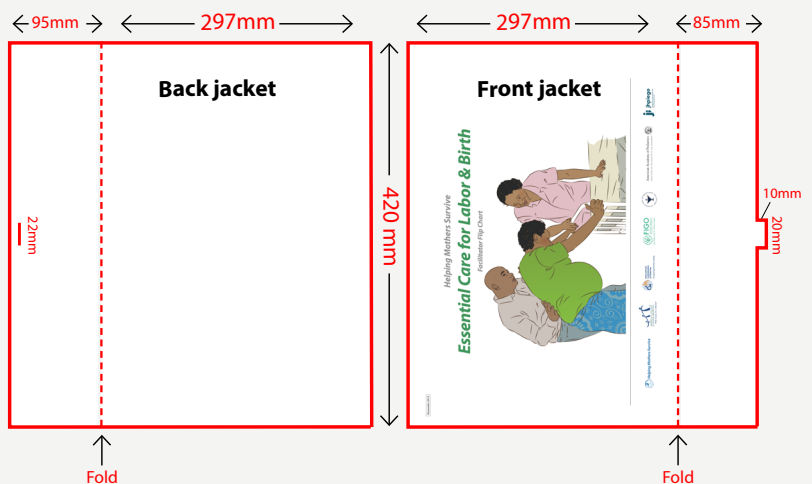
Version 2

Advanced, more stable solution when presenting:
Finished product standing.



Size front jacket	L420 mm x H306,5 mm
Size back jacket	L420 mm x H306,5 mm

— Cut
- - - Fold



4. Additional information: Colors

When printing Flipcharts, Provider Guides and Action Plans, note that the value of the colors are always the same.

Green background color :

Cyan: 18%
Yellow 33%

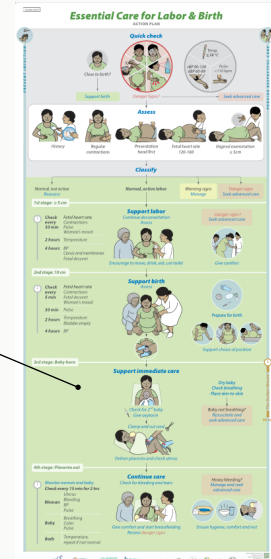
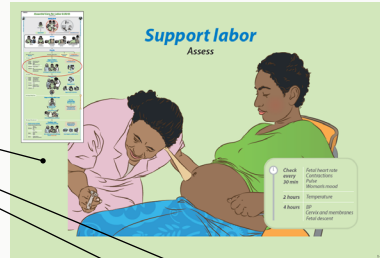
Yellow background color :

Yellow 33%

Pink background color can

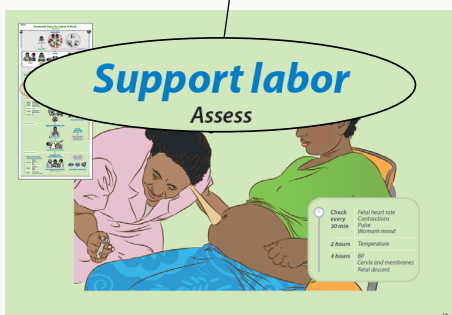
vary a bit, but in general it is:
Yellow 15%
Magenta 18%

We use the same background colors in Flipcharts, Action Plans and Provider Guides in all programs.



Blue titles:

Cyan 100%
Magenta 40%



We use the same blue color on titles in Flipcharts, Action Plans and Provider Guides in all programs.

