Project Click: Branding, Labelling and Packaging

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DOCUMENT HISTORY

Version	Date	Author	Description
0.8	01/11/13	Jose A. Sanchez	Merge of previous High Level Specification and System requirements
0.9	08/11/13	Jose A. Sanchez	Incorporated comments from Phil Smith and additional information on alerts
0.91	12/12/13	Chris Starey	Updated
0.93	6-2-14	Chris Starey	Updated artwork and corrected errors
0.94	12-2-14	Chris Starey	Updated following CI feedback
0.95	17-2-14	Chris Starey	Replace bracelet with WB in pack contents
0.96	01-05-14	Richard Watson	Dock Label Updated

REFERENCED DOCUMENTS

Ref	Document Name	Version	Author
[1]	Click System Detailed Specification	0.9	Jose A. Sanchez
[2]	Purchasing Specification buddi clip	1.5	Frank Napoleon

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LIST OF FIGURES

1. Introduction

This document details labelling and branding proposal for the 'Click' project. It will also address the regulatory and Customer (Care Innovations) requirements related to labelling and product marking.

Labelling requirements from Care Innovations are captured in document reference [2].

2. Product packaging and packaging labels

2.1. Click Set Content and part numbers

Each Care Innovations branded, grey Click set will contain the following items:

BOM Level				Buddi Part Number	Part Issue	Description
1				3520000-CI-G		CI Click Kit (CI Branding, Grey)
	2			3530000-CI-G		Clip (CI Branding, Grey)
	2			3490000-CI-G		Wristband (CI Branding, Grey)
	2			3500000-CI-G		Dock (CI Branding, Grey)
	2			3520612		Assembled Accessory Box CI
		3		3520607		Accessory Box
		3		3520304		Neck Lanyard
		3		3520305		Key lanyard
		3		3490002		Bagged Clasp Pair Assy
		3		3520306		USB power lead
		3		3530111-CI		Accessory Plate (CI Branding)
	2			3520614		US Power Supply in box
		3		3520302		US Power Supply
		3		3520607		Accessory Box
	2			3520601		Outer Sleeve Buddi
	2			3520602		Foam Insert 1
	2			3520603		Foam Insert 2
	2			3520604		Foam Insert 3
	2			3520605		Foam Insert 4
	2			3520600		Set Box
	2			3520501		Buddi Box Set Label
		3		3520504		Box Set Label ArtWork
	2			3520503-G		Pre Printed Set Colour Indication Label, Grey
	2			3520505		Break seal agreement label
	2			3520616		Clear shrink wrap

2.2. Click Sets Pallet Labelling

Pallet delivery note template is shown below. This will be printed onto A4 paper and be folded twice. It will then be inserted into a clear self-adhesive polythene pouch and stuck to the outside of the pallet, such that the address and warning are on the visible surface.

Figure 1 – Pallet delivery note template

2.3. Outer Sleeve

The outer sleeve will be available in 2 configurations. One for buddi and one for CI. The CI version of the outer sleeve is shown in the image below. The approximate overall size is 208x583mm. The part number for printed media 3520801. This is made up of card 3520601. It is printed with artwork number 3520703.

Figure 2 – CI Outer sleeve graphics.

The buddi version is shown in the image below, the approximate overall size is 208x583mm. The part number for printed media 3520802. This is made up of card 3520601. It is printed with artwork number 3520704.
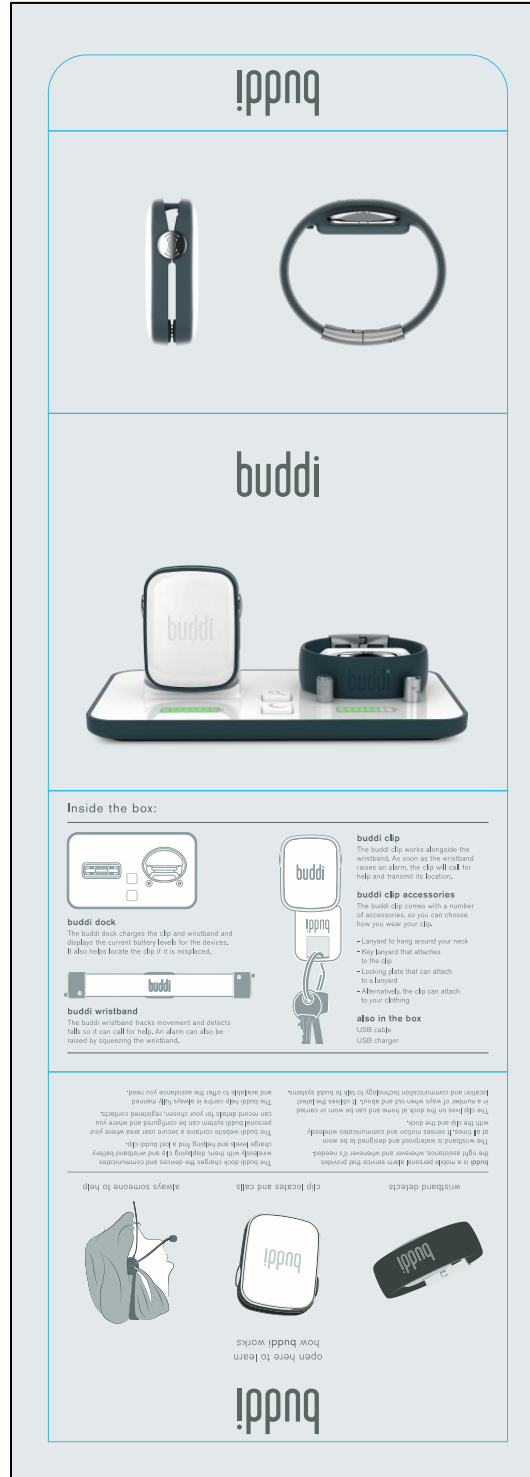

Figure 3 – buddi outer sleeve graphics

2.4. T&C Label

A terms and conditions label will be applied to the outside of each set box. It will be applied in such a manor as to seal the outer wrap down and therefore will need to be broken to gain access to the box contents.

This label will be applied to both CI and buddi sets, the artwork for the CI version of the label is shown in the image below, for buddi version CI will be substituted with buddi.

The specification of this label is as follows;
- 80x30mm white polyester
- Peelable adhesive applied to reverse
- 3mm radius rounded corners
- Black text

The part number for this printed label for CI is 3520803, this is made up of media 3520505 printed with artwork 3520705.

The number for this printed label for Buddi is 3520804, this is made up of media 3520505 printed with artwork 3520709.

By activating and using the Care Innovations™ Link-Mobile Product you accept the terms and conditions of use located inside this box and at www.Link-Mobile.com/terms (the "Terms of use"). If you do not accept the Terms of Use, do not activate or use the Link-Mobile Product. Return it to Care Innovations Immediately.

Figure 4 – CI T&C Label

2.5. Usage Instructions

Each set will contain a user guide in the form of a small printed booklet. There will be CI and buddi versions of the booklet, both currently still in development.

In addition buddi will also include a Quick Start Guide printed on the reverse of the outer sleeve. CI will have a Quick Start Guide placed in the box in addition to the user manual.

The proposed artwork for the Quick Start Guide is shown n the two images below.
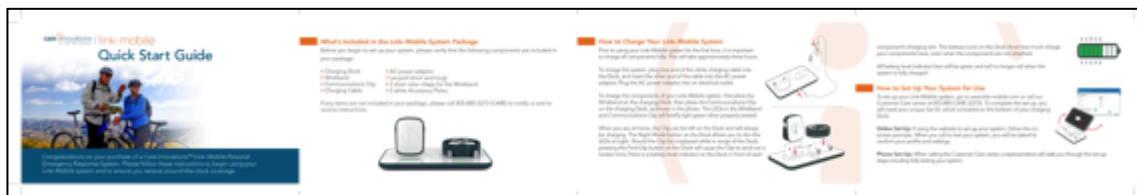
Figure 5 – CI Quick Start Guide side A
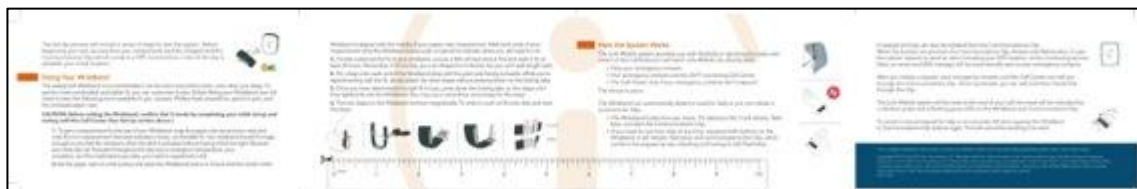
Figure 6 – CI Quick Start Guide B

	Part Number	Artwork Number
User Guide Buddi	352 06 18	352 07 07
User Guide CI	352 06 16	352 07 06
QSG CI	352 06 17	352 07 06

The following statement will be included within both CI and buddi versions of the user guide currently in development.

This device complies with Part 15 of the FCC Rules.
Operation is subject to the following two conditions:
(1) this device may not cause harmful interference, and
(2) this device must accept any interference received, including interference that may cause undesired operation.

Figure 7 – FCC Compliance text

2.6. Click Set Content Label

The template for the Set Content Label is shown below, this will be printed onto a self adhesive white medium gloss label of size 108x74mm that will be stuck to the right hand side of the set box;
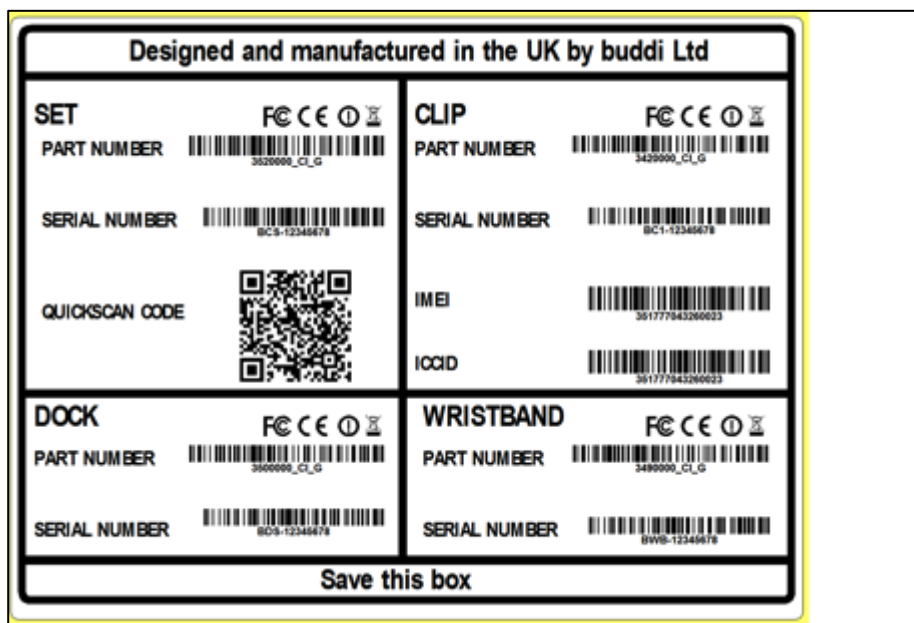
Figure 8 – Set contents label sample

The quick scan code contains the following information;

- Clip Serial

- WB Serial

- Dock Serial

- Set Serial

- IMEI

- ICCID

This part and artwork is the same for both CI and Buddi variations of the set. The part number for this is 3520501 and it is to be printed on the assembly line with Artwork 3520701.

2.7. Package Contents Label

A package content label will be applied to the left had side panel of the set box. This shows the size, weight and contents of the box. There will be 2 versions available, one for CI in imperial using their terminology and one for buddi in metric.

The templates for each are shown in the images below, note final values of dimension s and weights are still to be confirmed.

NET WEIGHT:
 1lb 2oz

TOTAL SIZE:
 12.75in x 10in x 2.75in
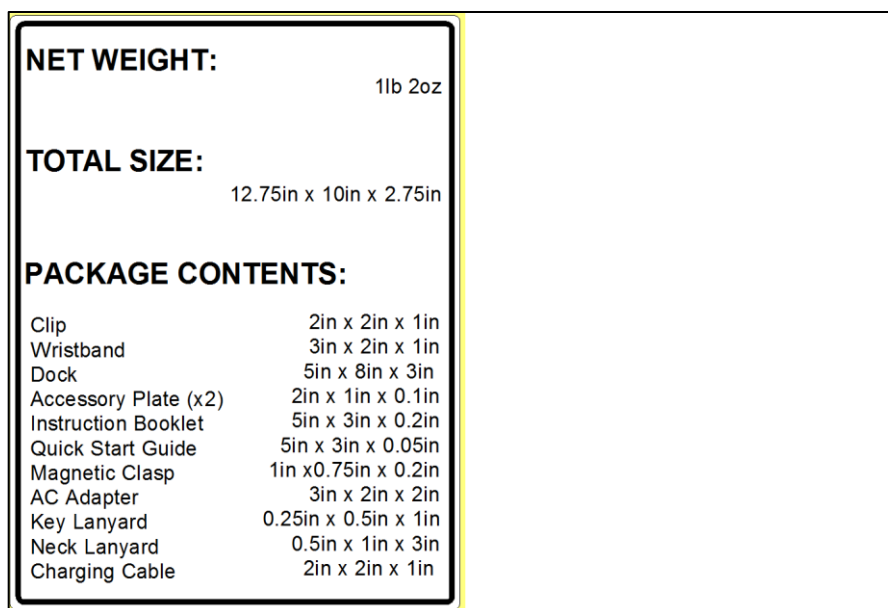
PACKAGE CONTENTS:

Clip	2in x 2in x 1in
Wristband	3in x 2in x 1in
Dock	5in x 8in x 3in
Accessory Plate (x2)	2in x 1in x 0.1in
Instruction Booklet	5in x 3in x 0.2in
Quick Start Guide	5in x 3in x 0.05in
Magnetic Clasp	1in x0.75in x 0.2in
AC Adapter	3in x 2in x 2in
Key Lanyard	0.25in x 0.5in x 1in
Neck Lanyard	0.5in x 1in x 3in
Charging Cable	2in x 2in x 1in

Figure 9 - CI Package contents label template

NET WEIGHT:
 1.4Kg

TOTAL SIZE (mm):
 250x120x140

PACKAGE CONTENTS (mm):

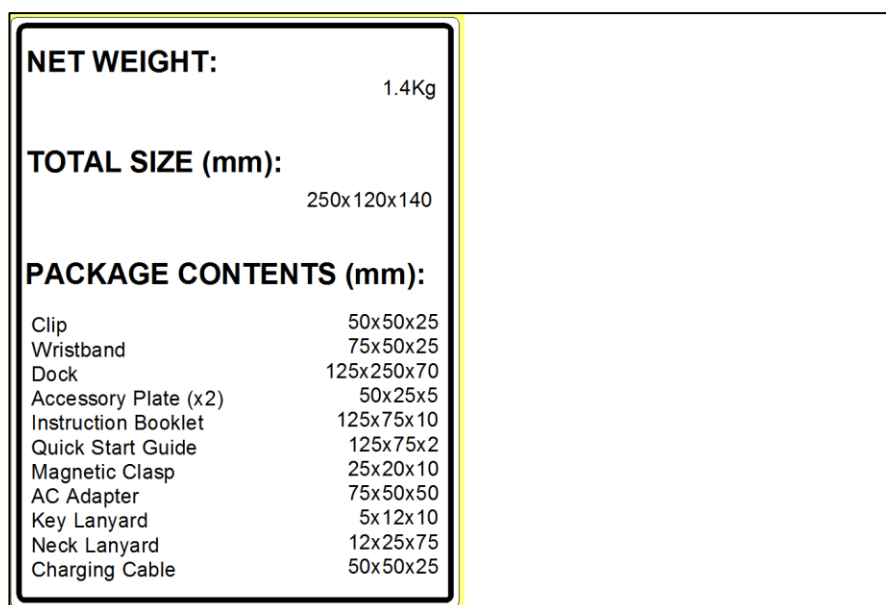|	
Clip	50x50x25
Wristband	75x50x25
Dock	125x250x70
Accessory Plate (x2)	50x25x5
Instruction Booklet	125x75x10
Quick Start Guide	125x75x2
Magnetic Clasp	25x20x10
AC Adapter	75x50x50
Key Lanyard	5x12x10
Neck Lanyard	12x25x75
Charging Cable	50x50x25

Figure 10 – Buddi package contents label template

The CI version of this label is part number 3520806, this is produced of blank label 3520501 which is then printed with artwork 3520708.

The Buddi version of this label is part number 3520807, this is produced of blank label 3520501 which is then printed with artwork 3520702.

2.8. Click Set Colour Indication Label

A colour indication label will be applied to the right hand side of the cardboard set box. The label indicates the option colour of the set. Currently there are 2 colour available Lavender and Grey. The labels will be printed onto white gloss polyester. Currently CI have only requested Grey sets and therefore the colour indicator will not be necessary for their product.

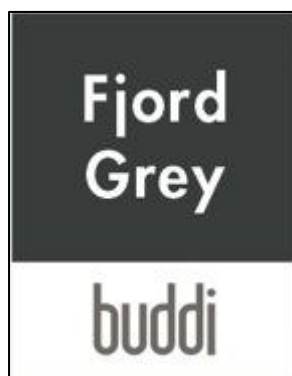**Figure 11 - Lavender colour indication label**

Figure 12 – Grey colour indication label

The part number for this part is;
3520808 for grey, media is 3520503 and artwork 3520710
3520809 for lavender, media is 3520503 and artwork 3520711

3. Product branding and Product labels

3.1. Clip

3.1.1. Clip Branding

The front fascia of a Care Innovation branded Clip will look like the following, this detail will be formed as a recess into the plastic moulding:

Figure 13 – Clip shown with CI branding

The front fascia of a buddi branded Clip will look like the following, this feature will be formed as a recess into the plastic moulding:

Figure 14 – Clip shown with buddi branding

3.1.2. Clip Label

The clip will have a label placed in the inner covers and it will display its serial number the label template and an example of it fitted to a device is shown in the images below;
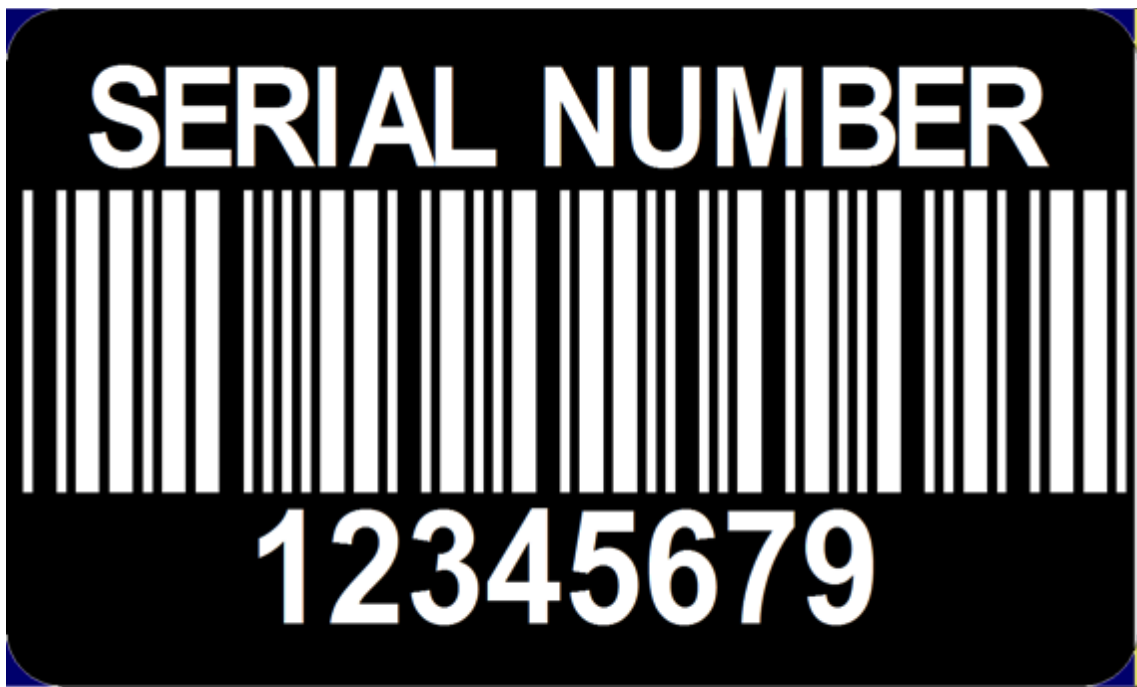

Figure 15 – Clip displaying serial number label

Figure 16 - Template for Clip serial number label

3.1.3. **Clip Pad printing**

The rear fascia of the Clip will be pad printed with the content showed below:

Figure 17 – Clip showing pad printing

A close up of the pad printing image is shown below, note the FCC ID will be updated once known. Every clip will be printed with the same graphic.

Figure 18 - Clip pad printing template

3.2. Wristband

3.2.1. Wristband Branding

Care Innovations branded wristband will look like this, this feature will be created as a recess into the plastic moulding:

Figure 19 – Wristband with CI branding

Buddi branded wristband will look like this, this feature will be created as a recess into the plastic moulding:

Figure 20 – Wristband with buddi branding

3.2.2. Wristband Label

There is no label on the wristband

3.2.3. Wristband Laser etched content

The wristband cover will be later etched as shown in the image below, this will be the same for both CI and buddi versions of the product:

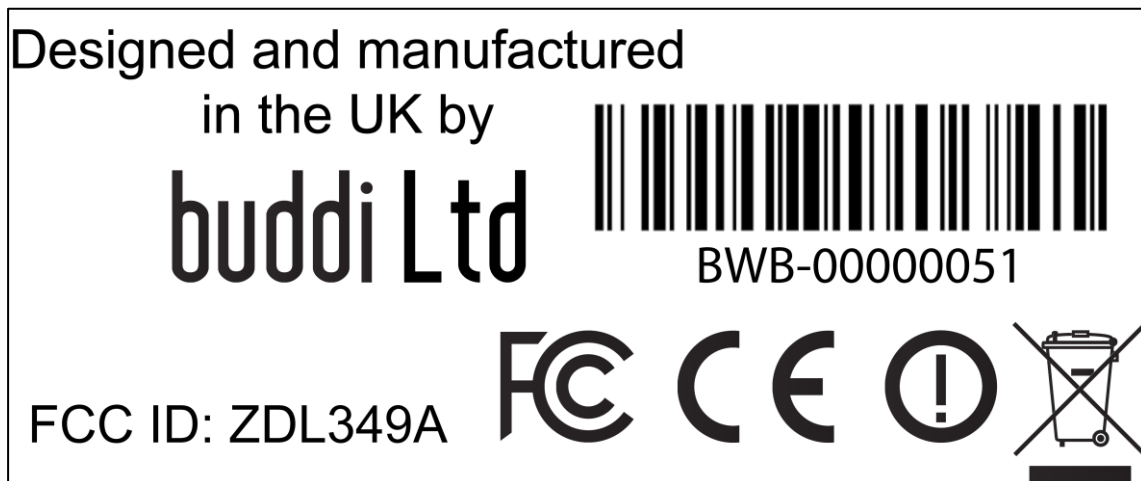**Figure 21 – Wristband showing laser etched content**

Figure 22 - Laser etching template

3.3. Docks

3.3.1. Dock Branding

For Care Innovations This branding will be created by pad printing the graphics on to the plastic moulding. The colour will be Pantone Cool Grey 2:

Figure 23 – Dock showing CI branding

For Buddi: This branding will be created by pad printing the graphics on to the plastic moulding. The colour will be Pantone Cool Grey 2:
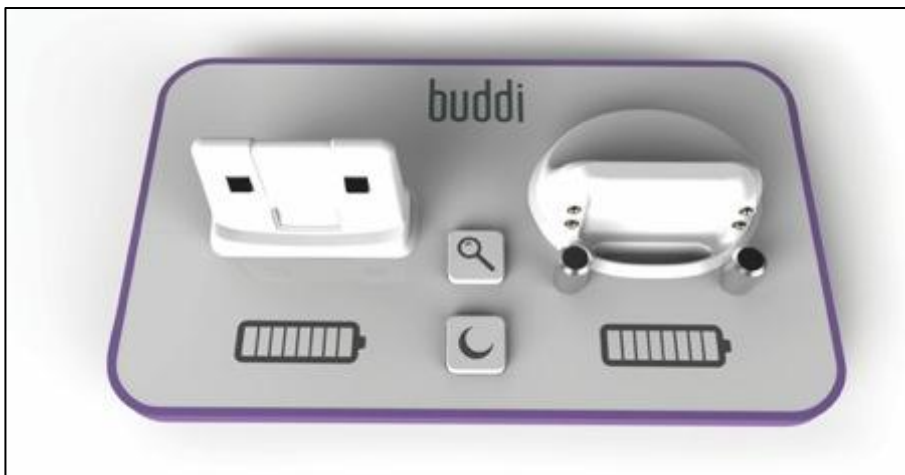

Figure 24 – Dock showing buddi branding

3.3.2. Dock label

An identification label will be applied to the bottom of the dock. The label will be the same for both CI and buddi. The label contains not only the Serial Number of the Dock but also the serial number for the SET, known as the SET No. The SET No. is a unique code for the set that allows the user to register the set without having to enter the Serial of each device individually.

The template for the Dock ID label is shown in the image below;

Figure 25 – Dock label template

The Dock ID label is applied to the bottom of the dock prior to the fitment of the based pad, ensuring a neat fit with no visible edges, as shown in the image below;

4. Web software branding

As in https://carer-test.buddi.co.uk and https://harrier-test.buddi.co.uk version 1.2.0