PRESSURE SENSITIVE LABEL
GRAPHIC SPECIFICATIONS

GRAPHICS:
☐ Graphics for reference in Engineering Services (Dept. 30674), (408) 745-2933.
☐ Graphics for reference in Consumer Graphics (Dept. 30305), (408) 743-402.

PRE-PRODUCTION REQUIREMENTS:
☐ A. Vendor to obtain ☐ Master Art Mechanical ☐ Illustration transparency ☐ Film, from:
Contact Kim Brown. Phone (408) 745-4491.
It's the vendor's responsibility to use this Film and/or Mechanical Art as provided by the ATARI designated source WITHOUT ALTERATIONS. Any alterations made by vendor must have written approval from Consumer Graphics (Dept. 30305) prior to alterations.

☐ B. Vendor to supply Chromalin proof (toner should match printing ink) for this title to Consumer Graphics (Dept. 30305) for approval PRIOR to PRINT PRODUCTION (allow 4 working days).

☐ C. Vendor must obtain printed color standards of:
☐ Atari 2600 Red ☐ Atari 5200 Blue ☐ PMS #________

PRINT:
☐ 1 color ☐ 2 color ☐ 3 color ☐ 4 color
☐ plus PMS #________
☐ plus opaque white
☐ plus PMS BLUE MATCH — match swatch available through Consumer Graphics (Dept. 30305) or Quality Engineering (Dept. 30433).

SCREEN:
☐ 150, 175, 200 Line Screen (vendor discretion).
☐ Solid (no screens).

INK (WITHOUT CADMIUM):
☐ Pigment Inks (fade resistant).

COATING (WITHOUT CADMIUM):
☐ UV (semi gloss) or *Consumer Graphics approved equivalent.
☐ Varnish (semi gloss).
☐ Glass standard reference samples supplied by Consumer Graphics (Dept. 30305) or Quality Engineering (Dept. 30433).
☐ None.

☐ HAZARDOUS MATERIAL: Inks and surface coatings must be without lead pigments (free from heavy metals). Inks and surface coatings shall not contain intentionally added ingredients, such as pigments or dyes, which are based on compounds of antimony, arsenic, mercury, selenium, or water soluble barium.

TOLERANCES:

☐ B. DIE-CUTTING — Die cutting to printing register tolerance ±1/32".

FIRST ARTICLES:
Vendor to supply 100 random samples (on continuous roll), printed and finished to First Article Coordinator (Dept. 30521) for First Article approval PRIOR to PRODUCTION SHIPMENT; ALLOW 4 WORKING DAYS.

*CONSUMER GRAPHICS APPROVED EQUIVALENTS: All alternate materials require a one week (5 working days) approval period and must be accompanied by written request.