

**KROGER CORPORATE BRANDS PORTFOLIO
PRINT MINIMUM REQUIREMENTS
12/2010**

Min Requirements for PRIVATE SELECTION RFPs...

Offset Cartons & Labels	Narrow Web Flexo	Wide Web Flexo
<ul style="list-style-type: none"> · 6/c plus aqueous coating · 150 line screen minimum · Digital plates · Cannot run in combinations with non Kroger items · PS warm black and KRG 7500 must be run on the PS Logo. · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/ 100 line screen minimum for line combo · Digital plates · PS warm black, KRG 465 and KRG 7500 must be run on the PS Logo. · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/ 100 line screen minimum for line combo · Digital plates · PS warm black, KRG 465 and KRG 7500 must be run on the PS Logo. · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Banner Brand RFPs...

Offset Cartons & Labels	Narrow Web Flexo	Wide Web Flexo
<ul style="list-style-type: none"> · 6/c plus aqueous coating · 150 line screen minimum · Digital plates · Cannot run in combinations with non Kroger items · KRG 293 must be run on the Kroger Banner · Must match supplied swatches for CMYK build of variant colors. · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/100 line screen minimum for line combo · Digital plates · KRG 293 must be run on the Kroger Banner · Variant colors must be line colors, no process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/100 line screen minimum for line combo · Digital plates · KRG 293 must be run on the Kroger Banner · Variant colors must be line colors, no process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Value ...

Offset Cartons & Labels	Narrow Web Flexo	Wide Web Flexo
<ul style="list-style-type: none"> · 5/c plus aqueous coating · 150 line screen minimum · Digital plates · Cannot run in combinations with non-Kroger items · KRG 293 must be run on the Kroger Banner · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 3/c plus varnish · 85 line screen minimum for line combo · KRG 293 must be run on the Kroger Banner · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 3/c plus varnish · 85 line screen minimum for line combo · KRG 293 must be run on the Kroger Banner · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Big K ...

Flexo Cartons & Labels	Dry Offset Cans
<ul style="list-style-type: none"> · 5/c plus varnish · 133 line screen minimum · Digital plates · Cannot run in combinations with non-Kroger items · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 5/c press minimum · 85 line screen minimum · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Fresh Selections RFPs...

Flexo Labels	Narrow Web Flexo	Wide Web Flexo
<ul style="list-style-type: none"> • 6/c plus aqueous coating • 133 line screen minimum • Digital plates • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 8/c plus varnish • 133 line screen minimum for process/ 100 line screen minimum for line combo • Digital plates • KRG 293 must be run for Kroger logo • Variant colors must be line colors, no process builds • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 8/c plus varnish • 133 line screen minimum for process/ 100 line screen minimum for line combo • Digital plates • KRG 293 must be run for Kroger logo • Variant colors must be line colors, no process builds • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Wholesome at Home RFPs...

Digital Labels (In-mold)	Narrow Web Flexo Labels	Wide Web Flexo	Offset Cartons & Labels
<ul style="list-style-type: none"> • 6/c plus aqueous coating • 150 line screen minimum • Cannot run in combinations with non-Kroger items • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 8/c plus varnish • 133 line screen minimum for process/ 100 line screen minimum for line combo • Digital plates • KRG 293 must be run for Kroger logo • Variant colors must be line colors, no process builds. • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 8/c plus varnish • 133 line screen minimum for process/ 100 line screen minimum for line combo • Digital plates • KRG 293 must be run for Kroger logo • Variant colors must be line colors, no process builds. • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 6/c plus aqueous coating • 150 line screen minimum • Digital plates • Cannot run in combinations with non-Kroger items • KRG 293 must be run on the Kroger Banner • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Active Lifestyle ...

Offset Cartons
<ul style="list-style-type: none"> · 6/c plus aqueous coating · 150 line screen minimum · Digital plates · Cannot run in combinations with non-Kroger items · KRG 293 must be run on the Kroger Banner · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for HOME SENSE RFPs...

Offset or Gravure Cartons & Labels	Flexo Overwraps & Bags	Flexo/Offset Low Tier Packaging (EX: Sponges, Tissue Overwraps, Light Bulbs)
<ul style="list-style-type: none"> · 7/c plus aqueous coating for white substrates · 8/c plus varnish for clear substrates · 150 line screen minimum · Digital plates · Cannot run in combination with non-Kroger items · KRG 293 must be run for Kroger logo · Variant colors must be line colors, no process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/ 100 line screen minimum for line combo · Digital plates · KRG 293 must be run for Kroger logo · Variant colors must be line colors, no process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 5/c plus varnish · 100 line screen minimum · Digital plates · KRG 293 must be run for Kroger logo · Variant colors must be line colors, no process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Comforts RFPs...

Wide Web Flexo Bags	Narrow Web Flexo Labels & Shrink Sleeves	Offset Cartons, Labels, Pre-print & Card Hangers
<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/ 100 line screen minimum for line combo · Digital plates · KRG 362, KRG 368 and variant colors must be line colors, not process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/100 line screen minimum for line combo · Digital plates · KRG 362, KRG 368 and variant colors must be line colors, not process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 6/c plus aqueous coating · 150 line screen minimum · Digital plates · Cannot run in combinations with non-Kroger items · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Pet Pride RFPs...

Wide Web Flexo Bags	Narrow Web Flexo Labels & Sleeves	Flexo Pouches and Overwraps	Offset Cartons & Labels
<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/ 85 line screen minimum for line combo · Digital plates · KRG 300 and Variant colors must be line colors, not process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 7/c plus varnish · 133 line screen minimum for process/100 line screen minimum for line combo · Digital plates · KRG 300 and Variant colors must be line colors, not process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 8/c plus varnish · 133 line screen minimum for process/100 line screen minimum for line combo · Digital plates · KRG 300 and Variant colors must be line colors, not process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> · 6/c plus aqueous coating · 150 line screen minimum · Digital plates · Cannot run in combinations with non-Kroger items · KRG 300 must be line color, not process builds · Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Flexo Spiralwraps	Flexo Cartons	Gravure Pouches	Offset Card Hangers
<ul style="list-style-type: none"> • 8/c plus varnish • 133 line screen minimum for process/100 line screen minimum for line combo • Digital plates • KRG 300 and Variant colors must be line colors, not process builds • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 6/c plus varnish • 133 line screen minimum for process/100 line screen minimum for line combo • Digital plates • KRG 300 and Variant colors must be line colors, not process builds • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 7/c plus varnish • 150 line screen minimum for process • KRG 300 and Variant colors must be line colors, not process builds • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 5/c plus aqueous coating • 150 line screen minimum • Digital plates • Cannot run in combinations with non-Kroger items • KRG 300 must be line color, not process builds • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.

Min Requirements for Mirra RFPs...

Offset Cartons, tags, Stickers	Narrow Web Flexo Labels	Gravure Product Bags	Combination Print Tubes
<ul style="list-style-type: none"> • 4/c plus aqueous coating • 150 line screen minimum • Digital plates • Cannot run in combinations with non Kroger items • Color palette is spot colors – not process builds. • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 8/c plus varnish • 133 line screen minimum for process/100 line screen minimum for line combo • Digital plates • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 5/c plus varnish • 150 line screen minimum for process • Color palette is spot colors – not process builds. • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval. 	<ul style="list-style-type: none"> • 7/c plus aqueous coating • 133 line screen minimum • Digital plates • Cannot run in combinations with non-Kroger items • Must match supplied KRG colors and PMS colors within 3ΔE and submit drawdowns for approval.