Primary Display Panel (PDP) is the portion of the package label that is most likely to be seen by the consumer. If it is designed with two or more different surfaces that are suitable for PDP, these are alternate PDPs.

Label Size: 7” x 2.5”

Full Bleed: 7.125” x 2.625”

Active Area: 6.7506” x 2.2525”

Two required items must appear in the PDP, Common Name (Natural Spring Water) and Net Quantity in metric and US terms (ounces and liters)

COMMON NAME REQUIREMENTS:
“Spring Water” must be in bold type reasonably related to most prominent print (generally ½ the size (height) of the largest print). The phrase must be positioned generally parallel to the base. Alternatives include stacking the phrase.

NET QUANTITY REQUIREMENTS:
Net Quantity must have sufficient contrast with background and appear as a distinct item in the bottom 30 % of the PDP, in lines generally parallel with base.