



## ASSEMBLY AND TEST INSTRUCTION

SERIES:	ALL WATTS WATER TECHNOLOGIES MASTER CARTONS	ATI No.	M.75.A1		REV.:	12
SIZE:	ALL	EDP NO.	5003384		PAGE:	1 OF 8
MODEL:	ALL	SUPERCEDES		REV. 11	05-10-13	

REV.	ALTERATIONS	ALERT	DATE	BY	ENG.	Q/A
12	UPDATED WATTS LOGO AND CARTON LAYOUT. REMOVED REFERENCE TO OFFSHORE SUPPLIER.	25FR10355	10/2/25	RYT	JPJ	JWN

## MASTER CARTON LOGO ARTWORK

### NOTICE:

***Discontinuance of Design for Branding non-compliance  
No further printing plates shall be produced bearing this  
design***





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### ***UPDATED Compliant Watts branded box***



- This is the Watts branded corrugated case design to be used on all new and existing Watts master cartons.
- The artwork on this ATI is for reference only and is not to be used as acceptance criteria for inspection.
- Color specifications and how to size the logo is provided in this document
- The logo dimensions and positioning will vary with each carton based on the panel dimensions and structural layout
- The following pages provide a guide on how to size and position the Watts brand mark.
- Print cards for approval of layout is required for review and approval prior to initial plates being produced and used for production.
- Print cards (2 paper copies or electronic equivalent) are to be submitted for approval and signed by a Watts designated approver and returned to the supplier for their records.
- A signed copy must also be kept on file in Watts packaging graphic data base and an engineering specification for each box graphic number that is revised and updated.



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### NOTES:

IMPORTANT: Do not recreate the Watts Brand Logo.

Contact Watts MARCOM Dept. for actual artwork files to be used.

### COLOR SPECIFICATIONS

Watts logo art (vectored)  
2-color PANTONE 300 + 100% Black



Watts.com



Watts.com

When printing on mottled white corrugated substrate:  
2-color PANTONE 300 + 100% Black

When printing on kraft corrugated substrate:  
2-color PROCESS BLUE + 100% Black

**COLORS:** THE WATTS "W" IS TO BE PRINTED IN PROCESS BLUE INK WHEN PRINTING DIRECTLY ON BROWN CORRUGATED AS SHOWN ON THIS PAGE (PMS 300 BLUE INK MUST BE USED IF PRINTING ON A WHITE

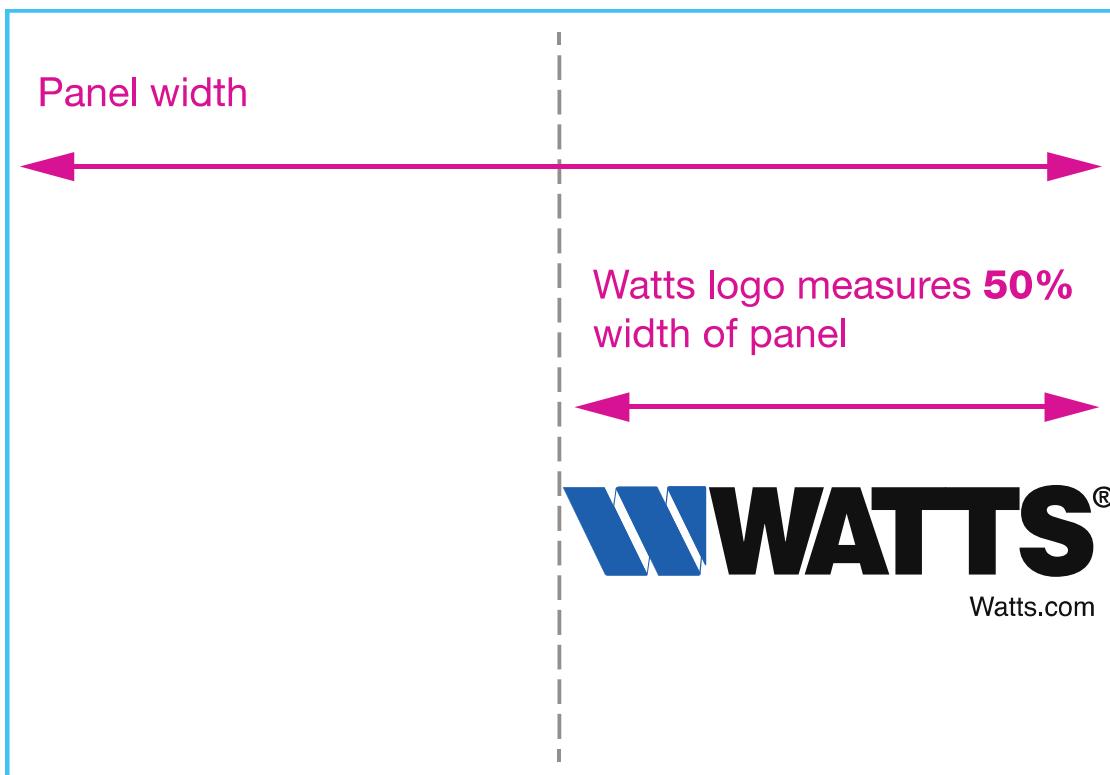


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BACKGROUND I.E.; WHITE CLAY COATED MATERIAL). ALL OTHER PRINTING (TEXT OR GRAPHIC) TO BE PROCESS BLACK AS SHOWN ON THIS PAGE.

### HOW TO SIZE LOGO



THE WATTS LOGO FOR CORRUGATED BOXES IS COMPRISED OF THE WATTS BRAND MARK AND THE TEXT FOR Watts.com  
**DO NOT SEPARATE THE TWO ELEMENTS OR CHANGE SPACING AND RELATIONSHIP**



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### HOW TO POSITION THE LOGO IN A PANEL

**W** = Height of W in the Watts logo

**W** = 50% size of W in the Watts logo

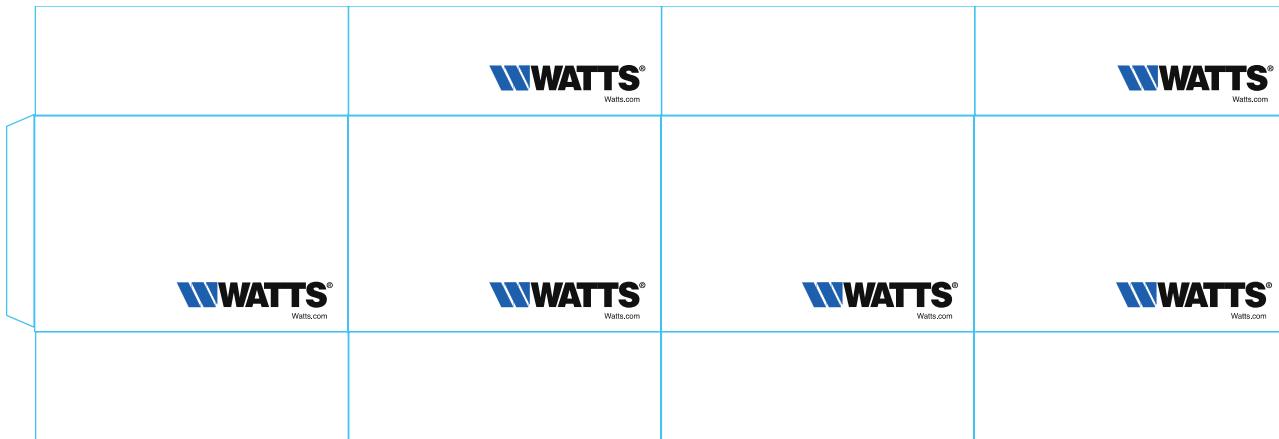




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### LAYOUT FOR A WATTS CORRUGATED BOX

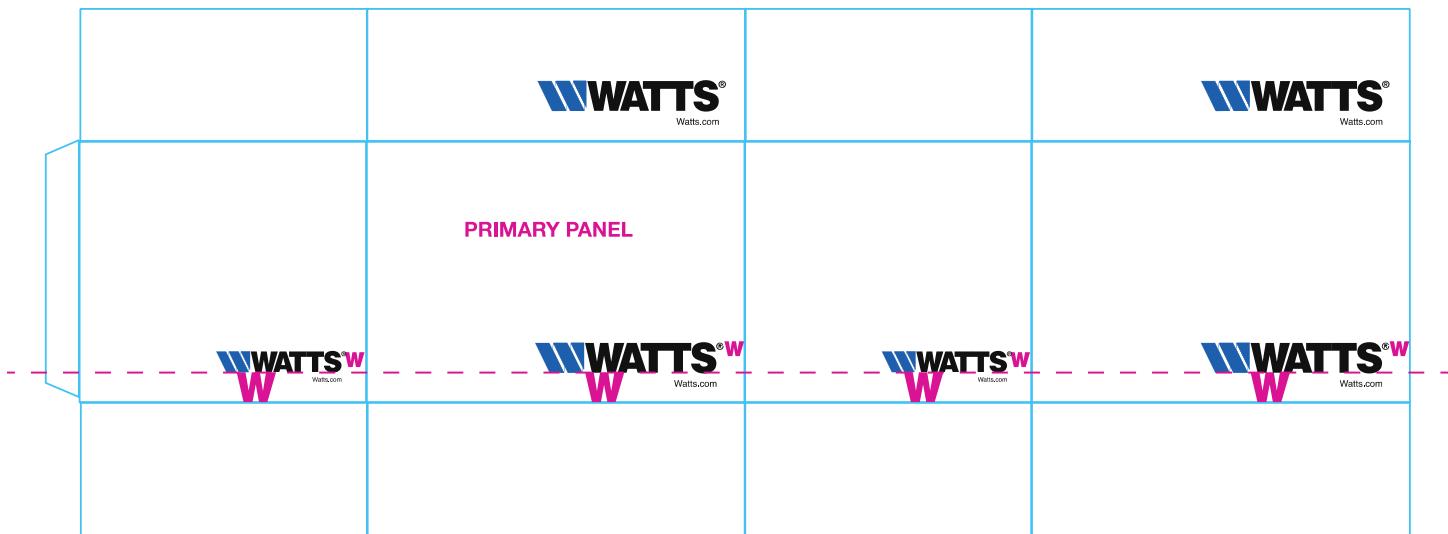




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LAYOUT FOR A WATTS CORRUGATED BOX USING THE PRIMARY PANEL (LARGEST) FOR SIZING



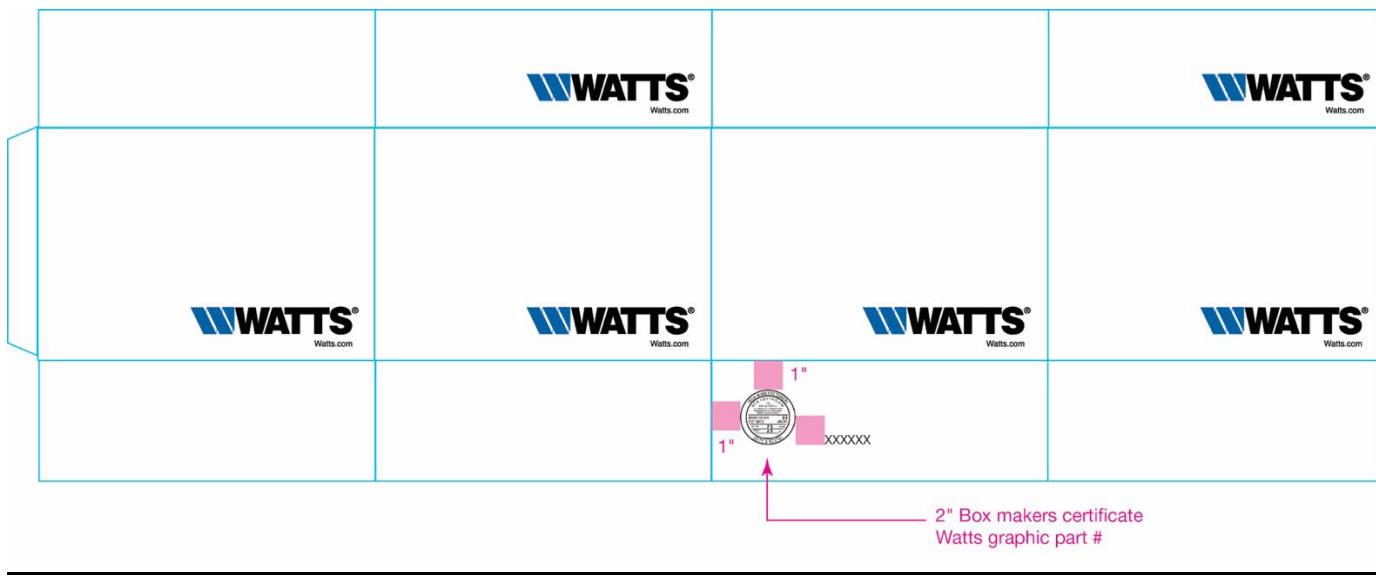
WHEN PANEL WIDTHS DIFFER IN SIZE THE LOGO SIZED FOR THE PRIMARY PANEL IS USED FOR DETERMINING THE INITIAL DISTANCE OF ALL LOGOS FROM THE BOTTOM AND SIDE SCORES FOR ALL PANELS. **HOWEVER**, THE LOGO ON THE PANELS ADJACENT TO THE PRIMARY PANEL ARE SIZED ACCORDING TO THE WIDTH OF THE PANEL ON WHICH IT WILL BE PLACED (MEASURING 50% OF THE WIDTH OF IT'S PANEL (SEE EXAMPLE ABOVE))



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### BOX MAKER'S CERTIFICATE AND WATTS GRAPHIC PART NUMBER



A 2 INCH BOX MAKER'S CERTIFICATE MUST BE APPLIED TO A BOTTOM OUTWARD FACING PANEL. POSITIONED 1" FROM TOP SCORE AND 1" FROM LEFT CUT.

WATTS GRAPHIC PART NUMBER THAT IDENTIFIES THE BOX IS 32PT HELVETICA MEDIUM CONDENSED OR SAN SERIF EQUIVALENT.

POSITIONED 1 INCH FROM BOX MAKER'S MARK AS SHOWN ABOVE

IF ASSISTANCE IS NEEDED, A VENDOR MAY PROVIDE AN ELECTRONIC DIELINE OF THE CORRUGATED STRUCTURE AND REQUEST TO HAVE WATTS MARCOM PACKAGING AND LABELING SPECIALIST DEVELOP THE PRINT FILE.

- ELECTRONIC DIELINES CAN BE PROVIDED IN .EPS, .PDF OR. AI FILE FORMATS.
- ELECTRONIC DIELINES SHOULD BE PROVIDED PRINT SIDE UP AND TO SCALE.