

GLOBAL GROWTH CATEGORY NEW VI

Packaging Execution Guide 1.0

This guide is intended to all markets with locally produced / labelled SKUs.

It contains global directions on how to use and implement different elements of Fortini Visual Identity on the packaging. It also includes specific legal / regulatory implications that might need to be taken into account in specific markets.

Finally, please bear in mind that all packaging needs to be approved by local legal and regulatory parties, as well as Global Growth Category team.

Fortini

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Fortini

1

VISUAL BRAND ASSETS



Fortini

No brand can be unique and consistent without its own, recognizable cues.

That's why we have developed Visual Brand Assets, designed especially for Fortini, that are truly unique.

They reflect our brand DNA and should be used across all communication touchpoints, to ensure consistent brand image.

Fortini

1.1

LOGO, RANGE & SUBRANGE NAME

Fortini



LOGO MEANING

Fortini logo is the most significant brand asset, and as such it is to be used on all types of brand communication.

Our logo is our guardian. With its' unique arch, it represents growth & connection with those we serve.

our endorser brand, with strong heritage and trustfulness*

the arch between the letters to reinforce the idea of connection with our patients, as well as their gradual growth improvement



logotype in dark blue color

* In some markets

VARIATIONS

Fortini logo has several variations, one for each brand range or sub-range.

The differentiation is made based on the color of the arch, which is the same color as the range name.

Fortini

MAIN LOGO

INFANT

Fortini

INFANT PEPTI

Fortini

COMPACT

Fortini

JUNIOR

Fortini

JUNIOR PEPTI

Fortini

COMPLETE

Fortini



RANGE NAME MEANING

Our Range name plays vital role in our portfolio navigation and recognition.

NUTRICIA

Fortini

RANGE NAME

Range name position



INFANT

Faltering Growth Infants
(0-18 months)

JUNIOR

Faltering Growth Children
(1-6 years)

MAX

Faltering Growth Children
(7-10 years)

COMPLETE

Challenged Growth Children
(3+ years)

VARIATIONS

INFANT

Faltering Growth Infants
(0-18 months)



JUNIOR

Faltering Growth Children
(1-6 years)



MAX

Faltering Growth Children
(7-12 years)



COMPLETE

Challenged Growth Children
(3+ years)



SUB-RANGE NAME MEANING

Our Sub-range name plays vital role in emphasizing some SKUs within our portfolio that are tailored for specific needs.

NUTRICIA

Fortini

RANGE NAME

Sub-range name

Sub-range name position



VARIATIONS

Our new VI was designed for two sub-range variations, based on their specific positioning and benefits they are used for: Peptisorb (infants and children) and Compact (children).



Peptisorb

Faltering Growth Infants
(0-18 months)
with GI intolerances



Peptisorb

Faltering Growth Children
(1-6 years)
with GI intolerances



COMPACT

Faltering Growth Children
(1-6 years)
with volume intolerances

* In some markets

1.2

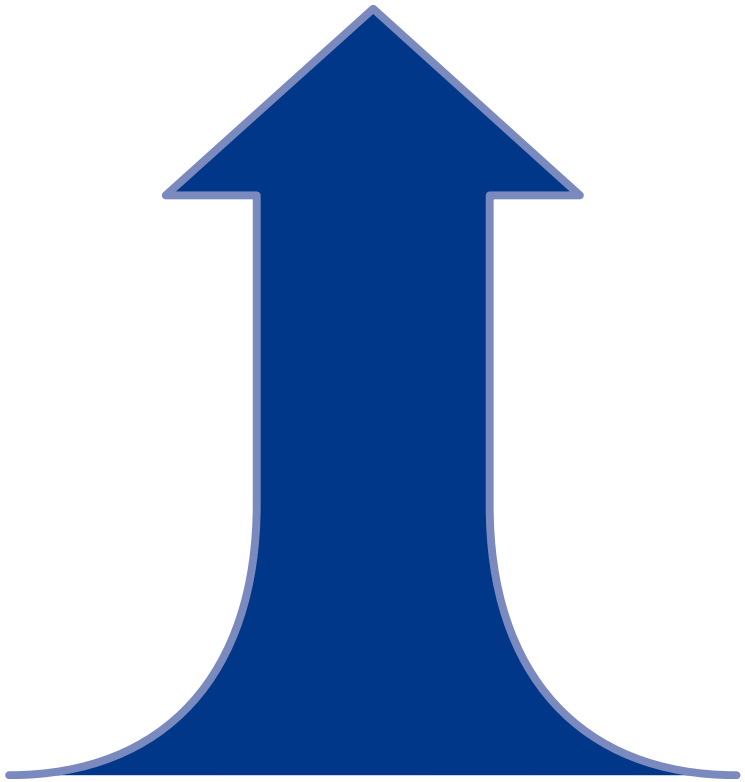
GROWTH ELEMENT: ARROW, CONFIDENT CHILD & STAR



Fortini

ARROW MEANING

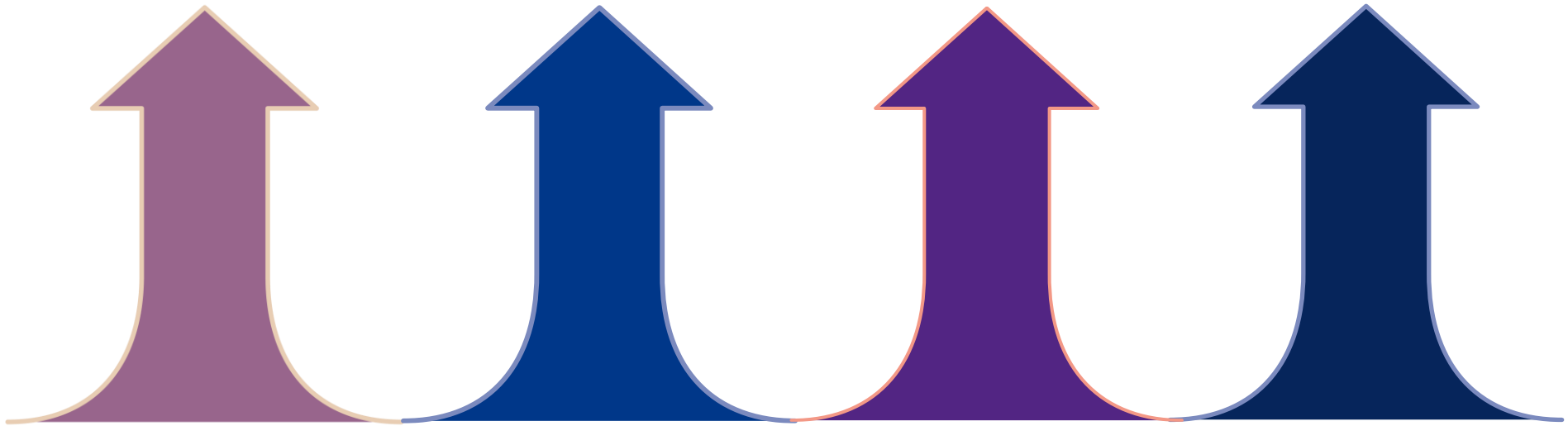
Our Growth arrow represents our brand promise to fuel comebacks from growth setbacks. It symbolizes child's growth and development.





VARIATIONS

According to different ranges, we have developed different growth arrows.



Infants
(0-18 months)

Children
(1+ years)

Children
(7-12 years)



CONFIDENT CHILD MEANING

Our Confident child icon is the essence of our purpose – serving infants and children at their unique growth journeys. It celebrates our consumer centricity by putting the child in the center of everything we do.

With its posture of reaching for the star, it symbolizes reaching for growth potential, thriving and not just surviving, coming back from growth setbacks.





VARIATIONS

According to different ranges, we have developed different child icons, reflecting different age.



Infants
(0-18 months)





Children
(1+ years)



Children
(7-12 years)



STAR MEANING

The Star symbolizes aspiration & growth potential, often associated with kids' imagination and dreams (for life).





VARIATIONS

According to different ranges, there are two main star variations.



Infants
(0-18 months)



Children
(1+ years)



GROWTH ELEMENT MEANING

Growth arrow, Confident child and Star make Fortini's unique Growth element of visual identity.
It represents the essence of our brand – fueling comebacks from growth setbacks of all children, helping them thrive and not just survive.





VARIATIONS

According to different ranges, different Growth elements representations should be used.



Infants
(0-18 months)

Children
(1+ years)

Children
(7-12 years)



1.3

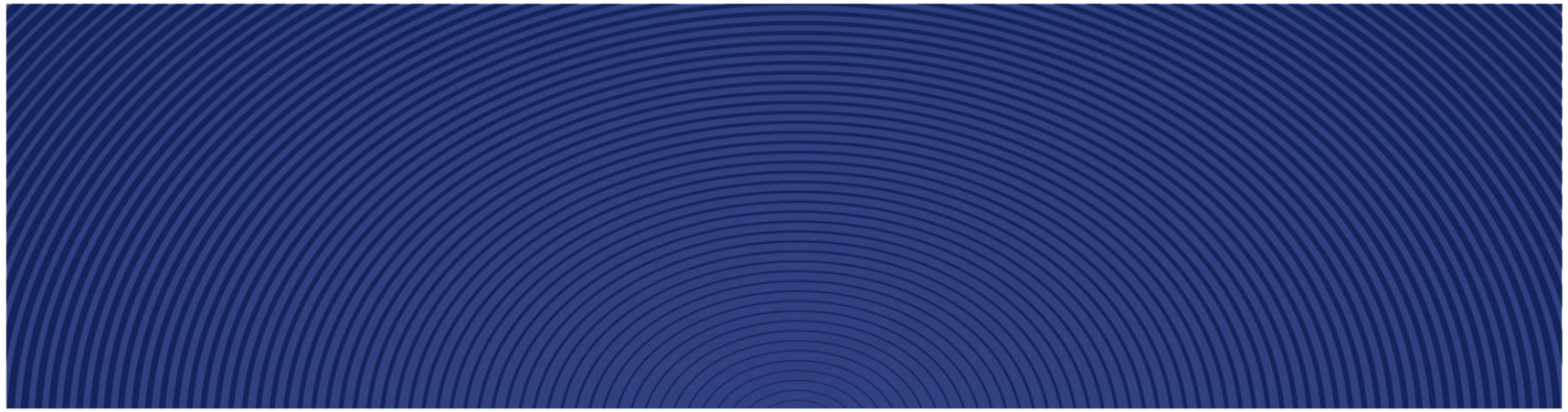
EXPANSION CIRCLES



Fortini

MEANING

The Expansion circles pattern is a graphic element present in Tin format*.
It represents expansion and gradual growth of the child.

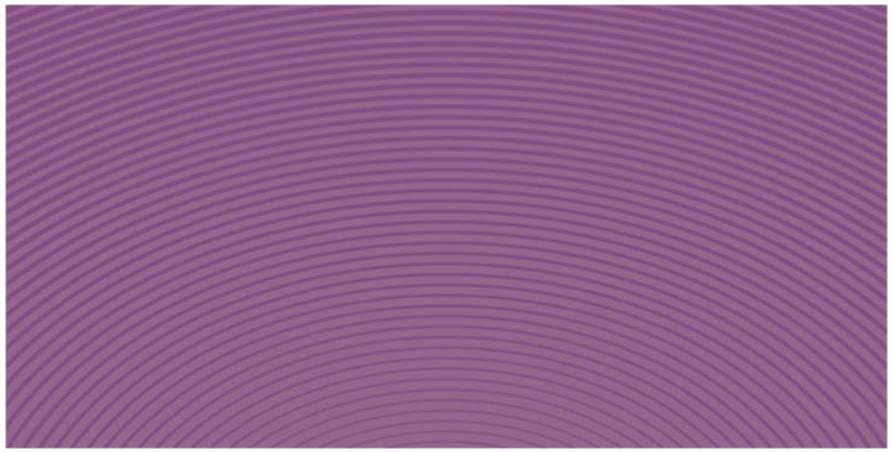




* In some markets

VARIATIONS

There are two variations of Expansion circles pattern – for Infant & Junior ranges.



Infant
(0-18 months)



Junior
(1-6 years)



1.4

COLOR PALETTES



Fortini

MAIN PALETTE

Main color palette reconciles key elements of Fortini's DNA: scientific character of the products with a caring approach to its target audience.

Colors from Main palette are used for key brand asset – logo, as well as for visual range navigation (Infant, Junior, Max, Complete).

Pantone - 281 C CMYK - 100/90/31/35 RGB - 6/37/91 HEX - #06255b	Pantone - 4082 C CMYK - 35/71/20/0 RGB - 153/101/141 HEX - #99658d	Pantone - 2146 C CMYK - 100/86/18/7 RGB - 0/55/137 HEX - #003789	Pantone - 2617 C CMYK - 85/100/0/0 RGB - 75/50/142 HEX - #4B328E



SECONDARY PALETTE

Secondary colors are used to distinguish Sub-ranges within Infant and Junior range (Peptisorb and Compact).

Pantone - 486 C CMYK - 3/53/47/0 RGB - 215/142/123 HEX - #d78e7b	Pantone - 1565 C CMYK - 0/45/60/0 RGB - 239/160/107 HEX - #efa06b	Pantone - 7441 C CMYK - 52/70/0/0 RGB - 159/92/192 HEX - #9f5cco



SUPPORTING PALETTE

Supporting colors are used to depict benefit icons or to communicate flavor variations in some exceptional cases.

Pantone - 502 C CMYK - 9/29/14/0 RGB - 217/185/191 HEX - #d9b9bf	Pantone - 603 C CMYK - 9/5/84/0 RGB - 233/223/88 HEX - #e9df58	Pantone - 120 C CMYK - 1/12/72/0 RGB - 243/217/108 HEX - #f3d96c
Pantone – 17-1928 CMYK - 0/71/19/0 RGB - 232/113/145 HEX - #e87191	Pantone – 18-1763 CMYK - 2/100/94/0 RGB - 199/31/45 HEX - #c71f2d	Pantone – 14-1064 CMYK - 0/39/100/0 RGB - 255/172/0 HEX - #ffac00

CMYK - 51/71/69/61 RGB - 66/48/44 HEX - #42302c	CMYK - 44/69/75/47 RGB - 88/62/50 HEX - #583e32	CMYK - 37/66/67/25 RGB - 123/86/75 HEX - #7b564b
CMYK - 23/80/99/14 RGB - 152/78/45 HEX - #984e2d	CMYK - 10/65/92/1 RGB - 196/116/60 HEX - #c4743c	

CMYK - 65/23/16/0 RGB - 114/159/189 HEX - #729fbd	CMYK - 23/5/7/0 RGB - 199/218/227 HEX - #c7dae3	CMYK - 7/6/16/0 RGB - 233/229/212 HEX - #e9e5d4
CMYK - 4/2/13/0 RGB - 241/240/222 HEX - #f1f0de	CMYK - 12/9/21/0 RGB - 222/220/201 HEX - #dedcc9	

CMYK - 52/75/61/58 RGB - 68/46/50 HEX - #442e32	CMYK - 5/0/57/0 RGB - 244/239/144 HEX - #f4ef90	CMYK - 24/51/76/5 RGB - 173/128/84 HEX - #ad8054
Chocolate CMYK - 0/80/80/50 RGB - 122/52/35 HEX - #7A3423	CMYK - 2/39/96/0 RGB - 225/165/55 HEX - #E1A537	CMYK - 82/8/87/0 RGB - 94/163/96 HEX - #5EA360

CMYK - 5/74/33/0 RGB - 203/104/125 HEX - #cb687d	CMYK - 85/12/96/1 RGB - 88/156/85 HEX - #589c55	
CMYK - 0/18/80/0 RGB - 244/207/89 HEX - #F4CF59	CMYK - 39/79/76/51 RGB - 85/48/42 HEX - #55302A	CMYK - 29/53/73/9 RGB - 158/120/85 HEX - #9E7855

CMYK - 44/77/63/45 RGB - 88/55/58 HEX - #58373a	CMYK - 0/35/99/0 RGB - 232/173/48 HEX - #e8ad30	



1.5

TYPOGRAPHY

Fortini



TYPOGRAPHY USAGE

Reference guides for acceptable typography are provided to ensure that a uniform and consistent image is maintained for all Fortini branded elements.

The Fortini fonts and formatting are to be used in all marketing communication materials.

Exceptions may include advertising materials approved by Global Growth Category team in which an alternative font adds to a concept or design which Fortini considers beneficial to its marketing objectives.

The official Fortini fonts can be purchased here:

https://klim.co.nz/retail-fonts/founders-grotesk/



FONT TYPE: FOUNDERS GROTESK

AaBbCc0123

Founders Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk X Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk X Condensed Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



BUILD UP - FOUNDERS GROTESK

H1 – Founders Grotesk Semibold

H1 – Founders Grotesk Semibold

H1 – Founders Grotesk Medium

H1 – Founders Grotesk X Condensed Regular

H1 – Founders Grotesk X Condensed Light

H1 – Founders Grotesk Bold

H1 – Founders Grotesk Semibold



1.6

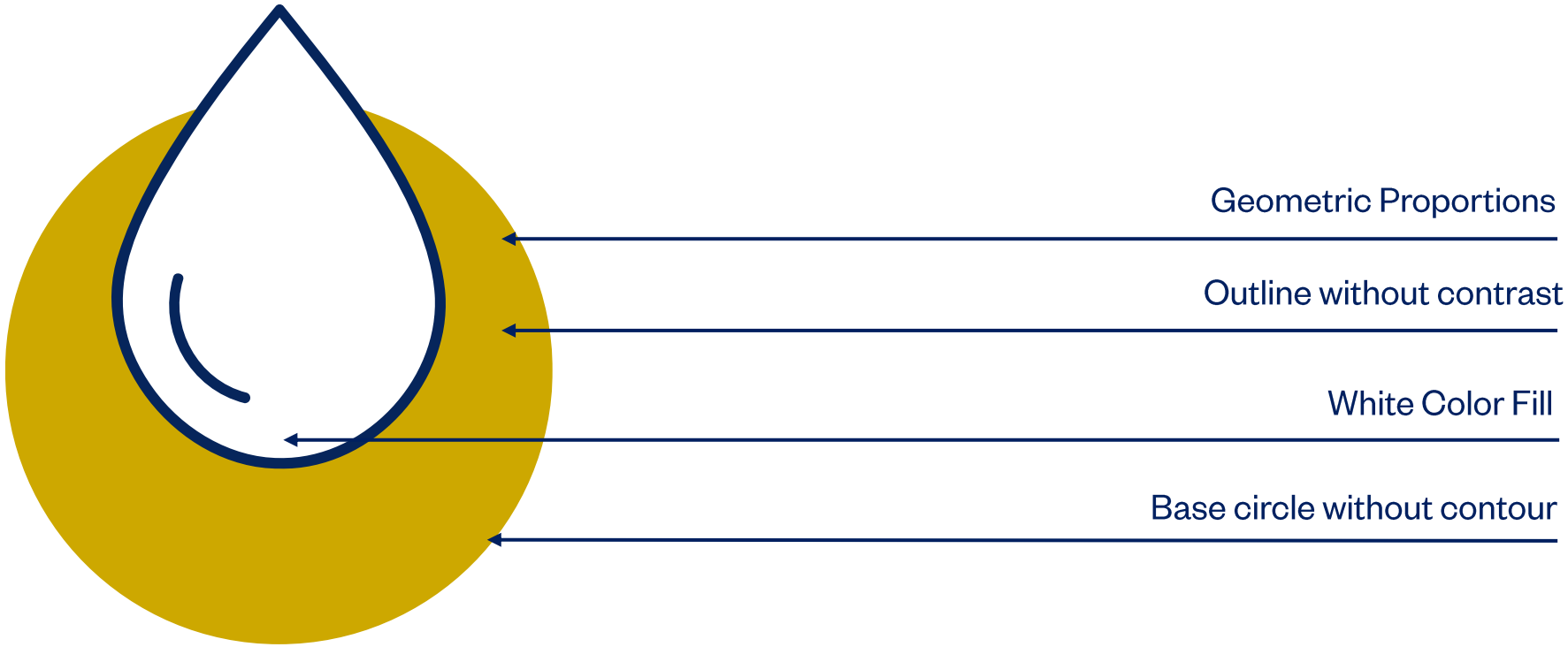
ICONOGRAPHY



Fortini

BENEFIT ICONS

There are rules to be followed when constructing the benefit icons in order to maintain the integrity of the layouts.





BENEFIT ICONS

These icons are designed exclusively for Fortini. They are simple and visually descriptive.
Different color backgrounds are used, according to age differentiator of brand ranges.
Gold background is used for icons displayed on 1+ portfolio.



BETTER ABSORPTION



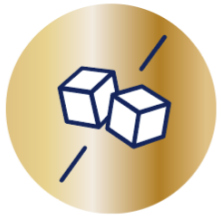
MILK BASED WITH IRON AND PREBIOTICS



COMPLETE NUTRITION



FIBRE RICH



NO ADDED SUGAR



28 VITAMINS & MINERALS



BUILD UP

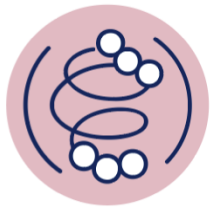
Icons followed by description of benefits.



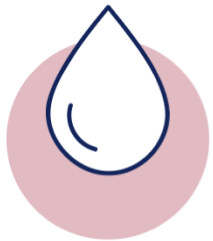


BENEFITS ICONS

Pink background is used for icons displayed on 0-18 months portfolio.



BETTER ABSORPTION



MILK BASED WITH IRON AND PREBIOTICS

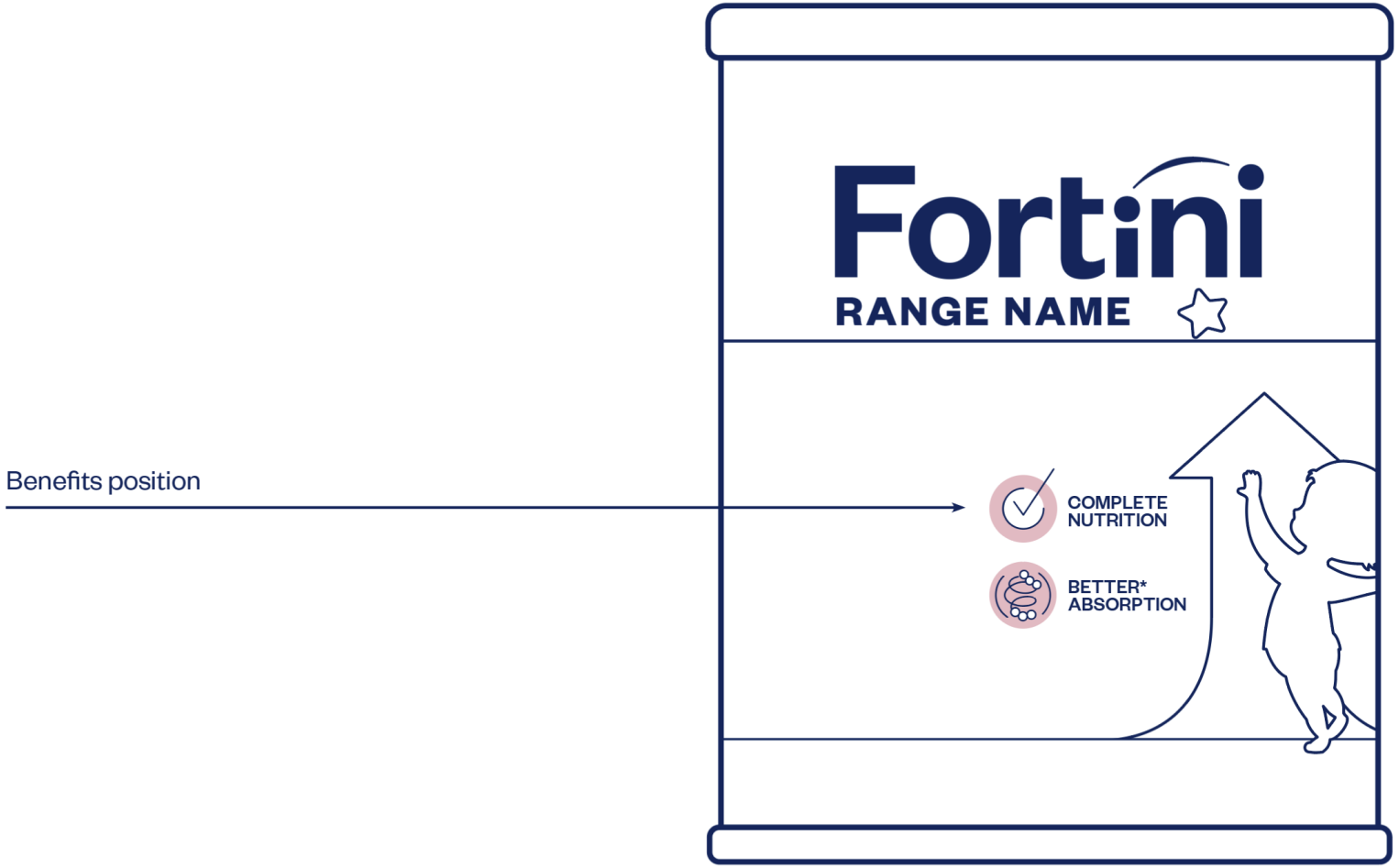


COMPLETE NUTRITION



BUILD UP

Icons followed by description of benefits.





INCORRECT USES

The icons' descriptive text is always placed under the icon, justified on the left.



The icon background color should never be mixed among brand age ranges.



Different color combination as well as icon positioning should not be used.



Icons cannot be redesigned or exchanged for others that are not part of the brand asset library (Global Growth marketing team approval needed).

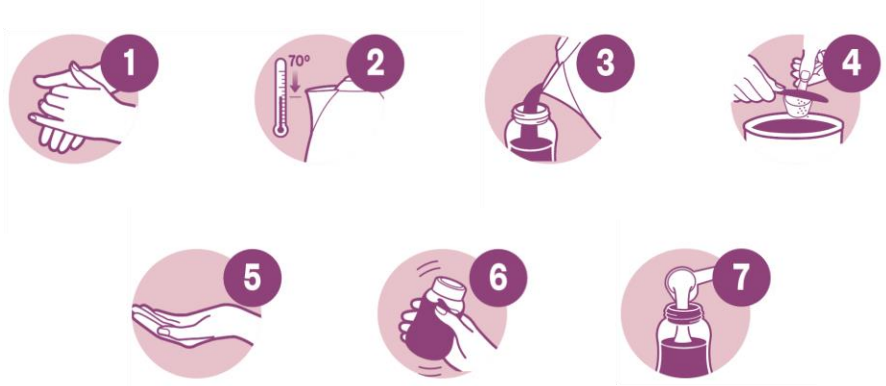




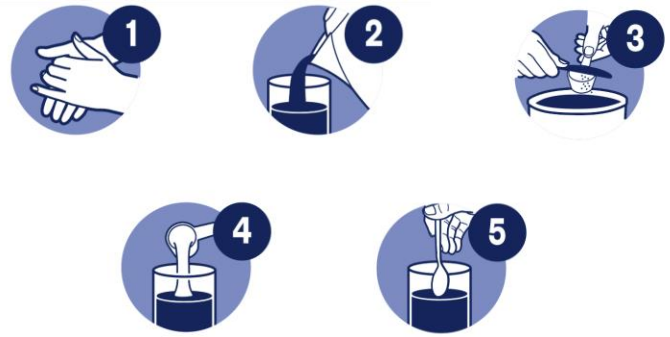
INSTRUCTIONS ILLUSTRATIONS

The infographic illustrations complement the preparations instructions.
They are simple and explanatory, positioned on the back of the packaging.
Each range has its specific preparation process, followed by a specific color palette.

FALTERING GROWTH INFANTS



FALTERING GROWTH CHILDREN





FLAVORS

As the packaging follows a vector pattern, the illustrations were also designed to suit this language.



NATURAL MILK FLAVOUR



VANILLA FLAVOUR



STRAWBERRY FLAVOUR



CHOCOLATE FLAVOUR



BANANA FLAVOUR



FRUIT MIX FLAVOUR



CHOCOLATE CARAMEL FLAVOUR



SUMMER FRUIT



BERRY FRUIT



2

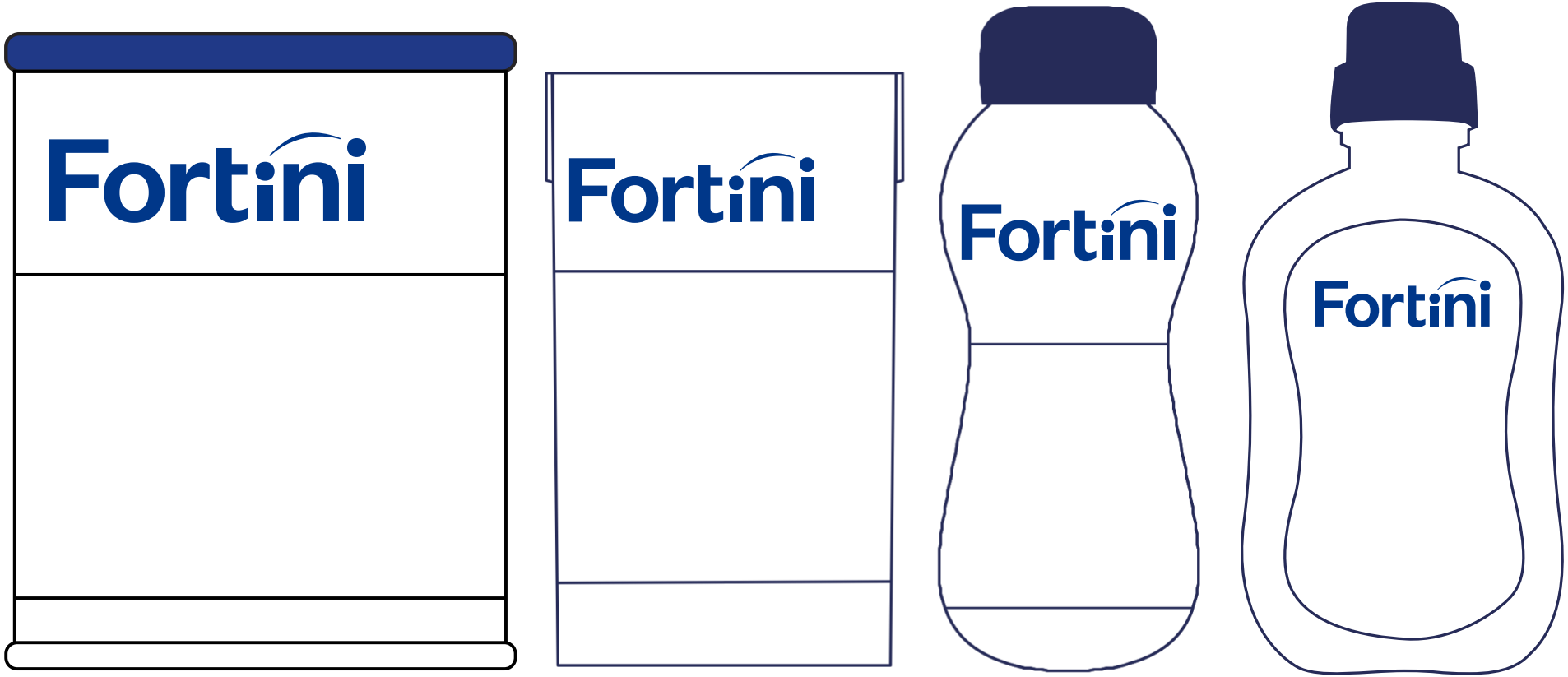
ASSETS IMPLEMENTATION GUIDELINES



Fortini

LOGO IMPLEMENTATION

Fortini logo is the 1st element of packaging hierarchy.
It should always be placed on the top of the packaging to provide prominence.



Tin | Tetra pack | Bottle | Tube

CLEAR SPACE PROTECTION

The logo must be always surrounded by a minimum amount of blank space.

To maintain its visual integrity, it should never be placed too close to other visual elements, such as text, titles, symbols, etc.

The minimum blank space surrounding the logotype and brand signature is represented by “i dot”.





MONOTONE COLOR REPRODUCTION

Fortini

Fortini

Fortini

Fortini



INCORRECT USES

These are the incorrect uses of the logo.





Never move, delete, rearrange, or rotate any element of the logo from its' respective position.



Never place the logo over colored backgrounds that would jeopardize logo's visibility.



Never distort proportions (height or width) of the logo.



Never attach words or characters to the logo other than the ones specified in this guide.



Never outline the logo in any color.



Never change the logo's colors.



Never add new elements or effects to the logo.

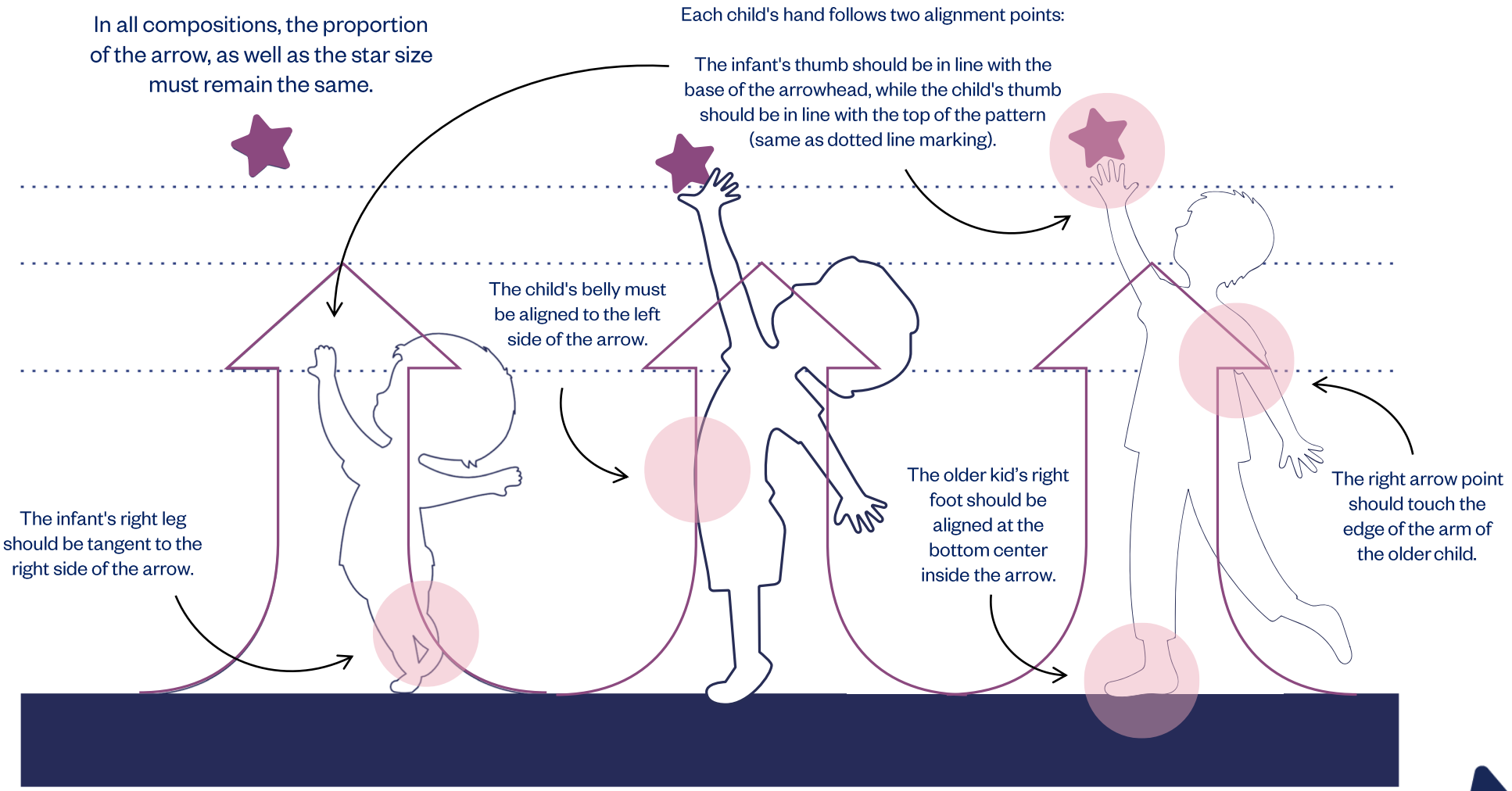


Never crop the logo.

GROWTH ELEMENT IMPLEMENTATION

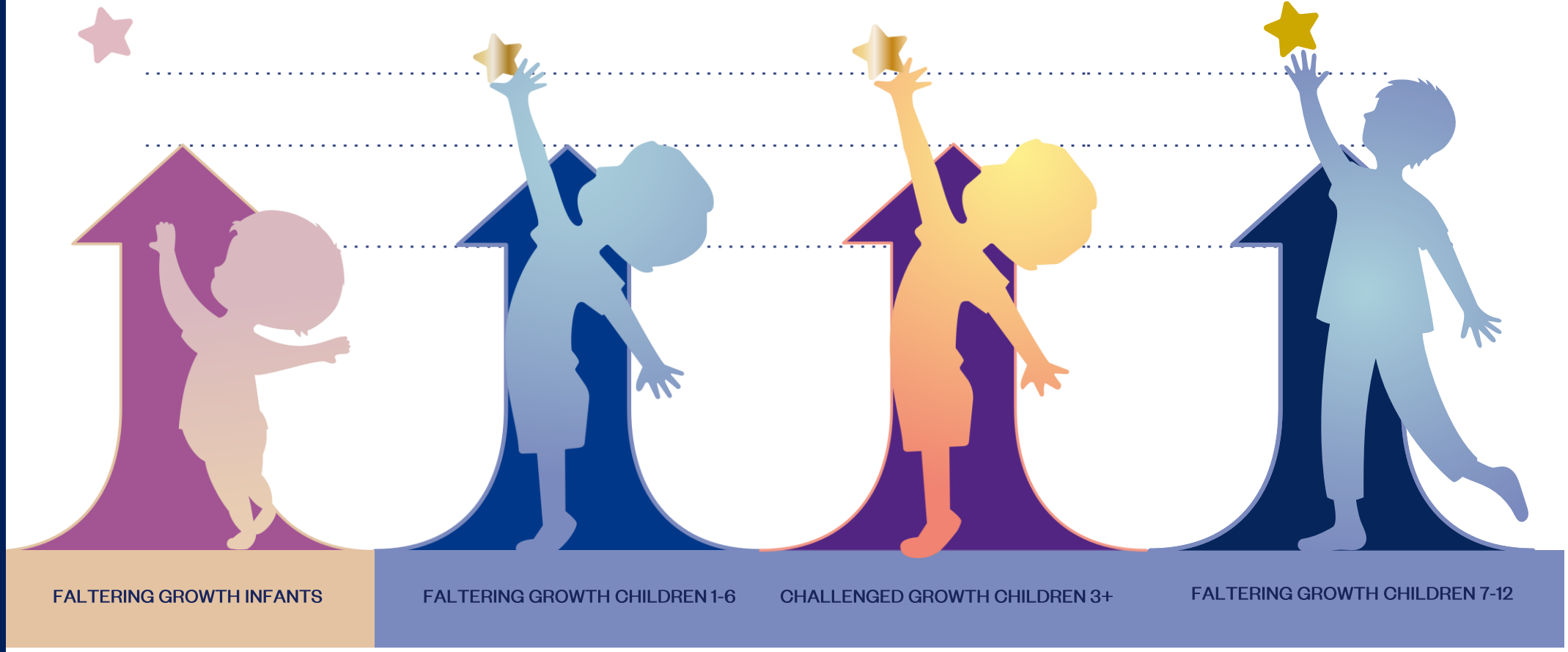
Every part of the Growth element should be kept in correct proportions.





IMPLEMENTATION EXAMPLES





FALTERING GROWTH INFANTS

FALTERING GROWTH CHILDREN 1-6

CHALLENGED GROWTH CHILDREN 3+

FALTERING GROWTH CHILDREN 7-12

INCORRECT USES

These are incorrect uses of the Growth element.

Do not change the proportions of the composition's elements.



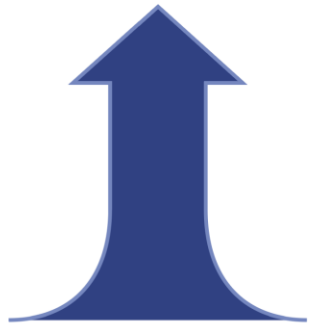
Do not change the position of elements.



Do not use colors that do not belong to the composition rationale.



Do not use arrows without the Growth Element.



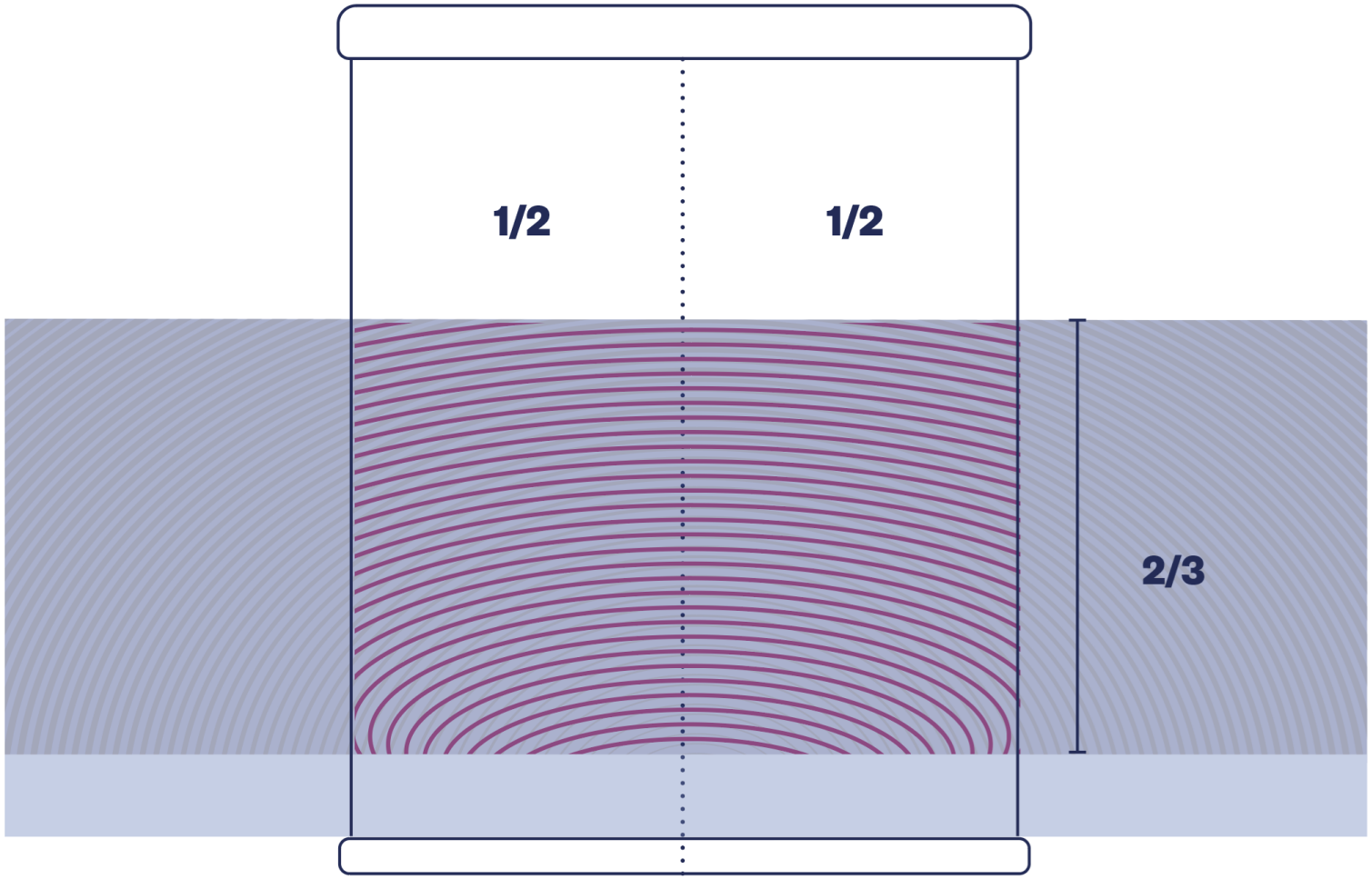
Do not reverse the arrow direction.





EXPANSION CIRCLES PATTERN IMPLEMENTATION

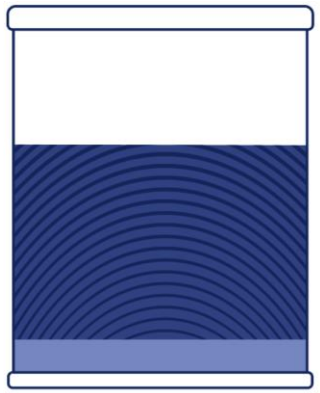
The Expansion circles pattern must be positioned with its center aligned to the front of pack center. Also, it should occupy 2/3 of the packaging height.





INCORRECT USES

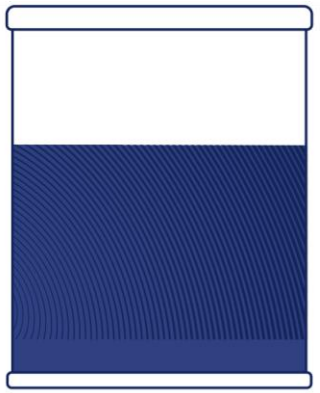
Expansion Circles pattern must not be distorted.



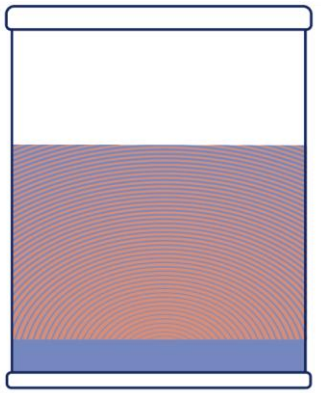
The height of the pattern should not disrespect the proportion of 2/3 of the packaging.



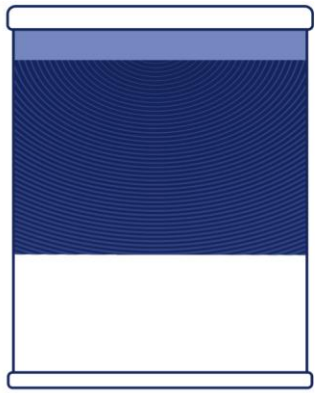
Do not shift the pattern center from the front pack center.



Do not use chromatic combinations other than those shown in this guide.



Do not reverse the direction of application of the pattern.





3

PACK ARCHITECTURE



Fortini

Fortini

logo





our endorser brand, with strong heritage and trustworthiness

NUTRICIA

Fortini

NUTRICIA
Fortini

the arch between the letters to reinforce the idea of connection





NUTRICIA

Fortini

RANGE NAME

Range name position

NUTRICIA

Fortini

RANGE NAME

Sub-range name

Sub-range name position





NUTRICIA

Fortini

RANGE NAME

Sub-range name

Expansion circles pattern



NUTRICIA

Fortini

RANGE NAME

Sub-range name



product description

NUTRICIA

Fortini

RANGE NAME

Sub-range name





NUTRICIA

Fortini

RANGE NAME

Sub-range name



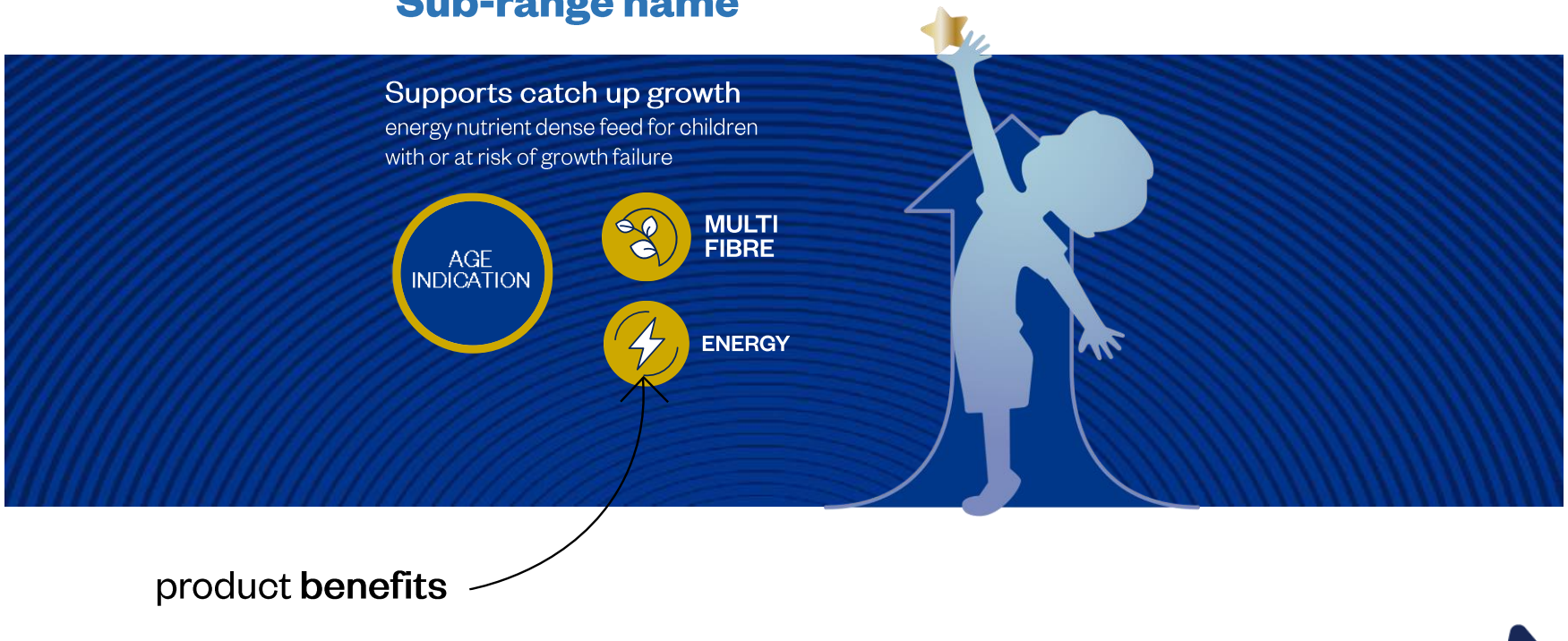
age indication

NUTRICIA

Fortini

RANGE NAME

Sub-range name



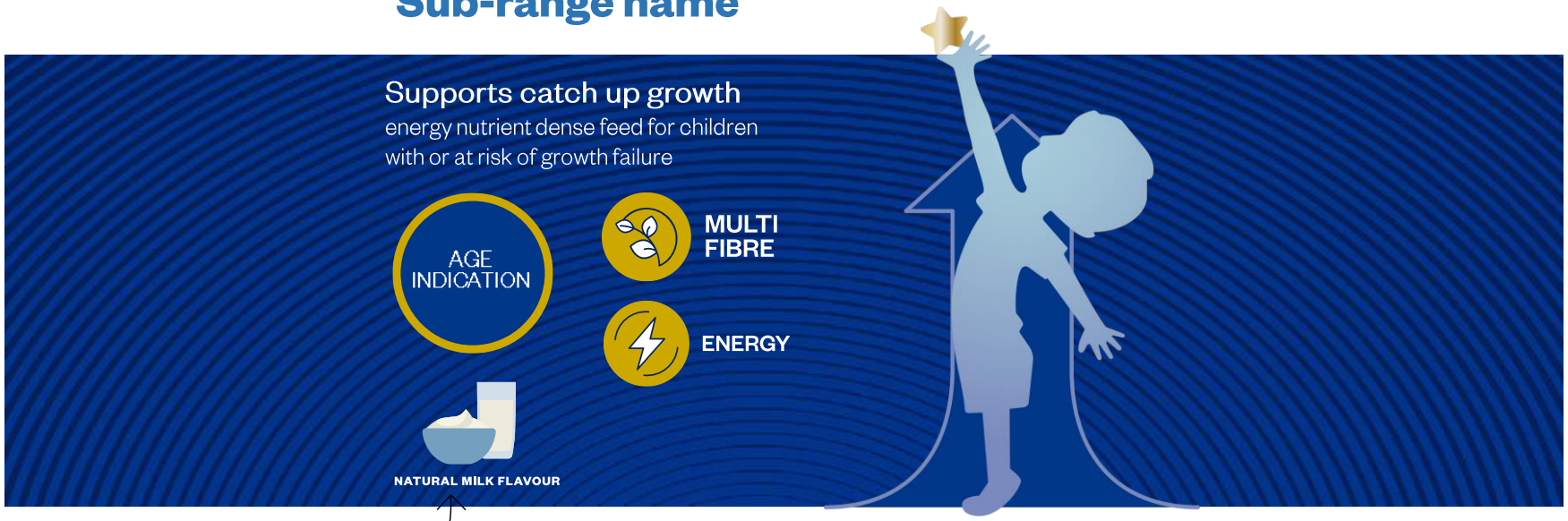
product **benefits**

NUTRICIA

Fortini

RANGE NAME

Sub-range name



flavor

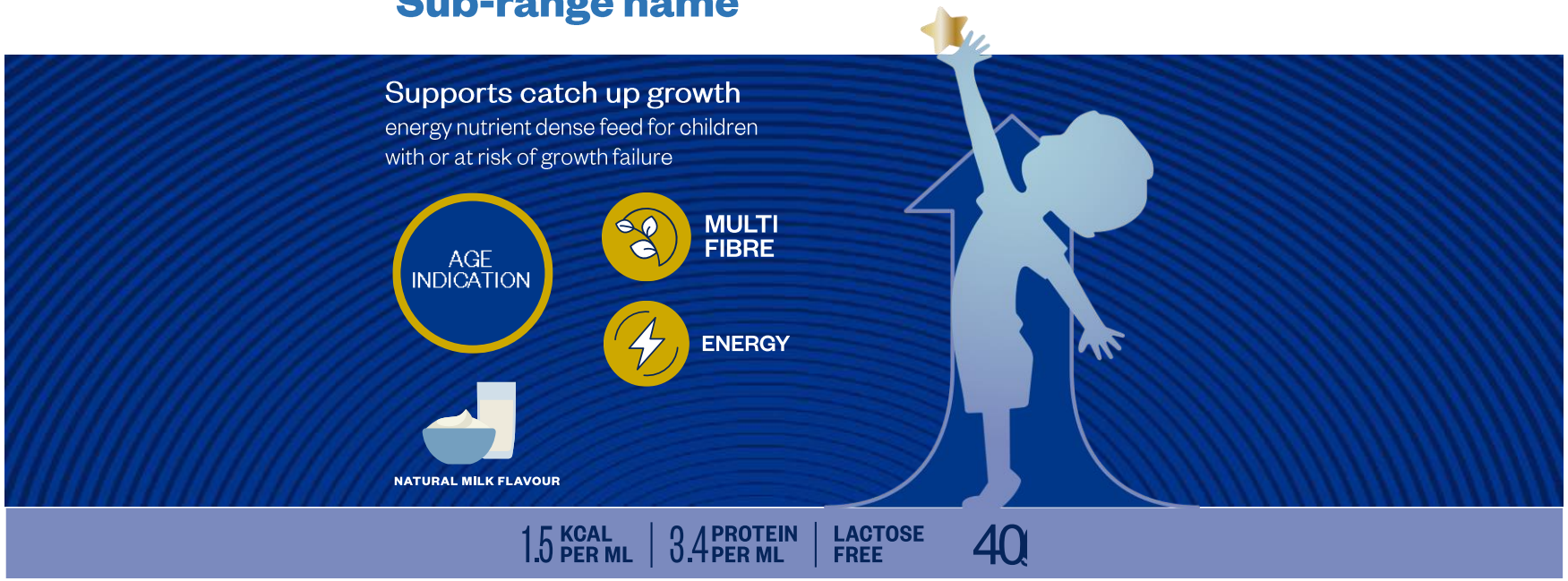


NUTRICIA

Fortini

RANGE NAME

Sub-range name



nutritional values and key product information

4

ARTWORKS



Fortini

4.1

DIFFERENT FORMATS



Fortini

BUILD UP

On the following pages the expected proportion of each layout is shown, considering their respective limitations of printing type, dimension and format.



As a reference, the height of the letter 'F' was used to establish the 'X' standard.



TIN


X/3
X
X/4
3X/4
2X
3X/4
4X
NUTRICIA
Fortini
RANGE NAME
Product description
in our
tone of voice
AGE
BENEFITS
BENEFITS
FLAVOUR
1.5 REGUL. INFO
3.4 REGUL. INFO
REGUL. INFO
400g

BOTTLE


X/2
X
X/2
X
1,5
X
X/3
1,2
X
5X
NUTRICIA
Fortini
RANGE
NAME
Product
description
in our
tone of voice
AGE
FLAVOUR
FLAVOUR
REG.
INFO
8.4
REG.
INFO
200ml

TETRA PACK


X/3
X
X/4
X
1,25
X
3X/4
X/4
X
4,6
X
NUTRICIA
Fortini
RANGE NAME
Product description in our tone of voice
AGE
BENEFITS
BENEFITS
BENEFITS
BENEFITS
FLAVOUR
FLAVOUR
300 REG. INFO
REG. INFO
REG. INFO
Net 4 fl oz (118 mL)

TUBE


X/3
X
X/2
X
1,5
X
X/3
X
4,6X
NUTRICIA
Fortini
RANGE
NAME
Product
description
in our
tone of voice
AGE
FLAVOUR
FLAVOUR
REQ.
INFO
REQ.
INFO
REQ.
INFO
500ml

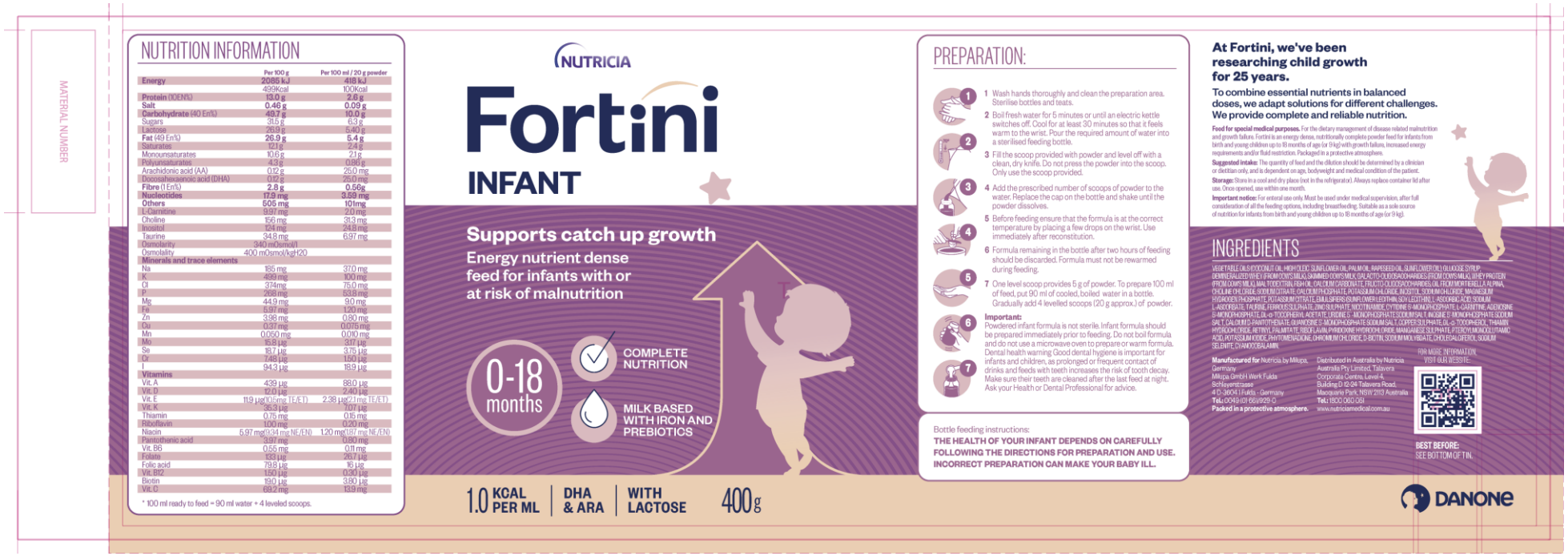
4.2

LABELS

Fortini



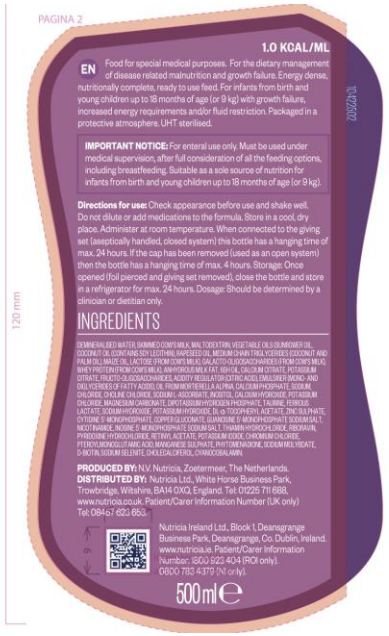
INFANT TIN

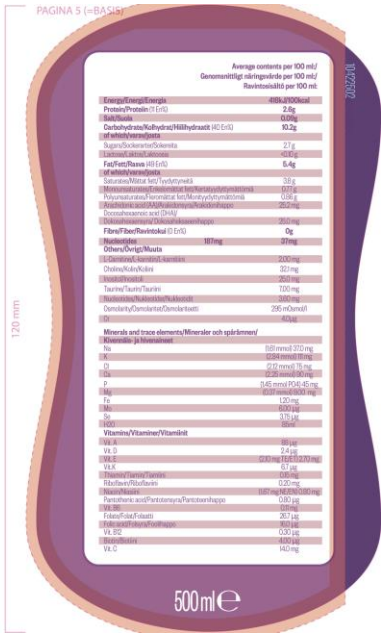

MATERIAL NUMBER
NUTRITION INFORMATION
Per 100 g
Per 100 ml / 20 g powder
Energy 2095 kJ 419 kJ
499Kcal 100Kcal
Protein (10E%) 13.0 g 2.6 g
Salt 0.46 g 0.09 g
Carbohydrate (40 E%) 49.7 g 10.0 g
Sugars 31.5 g 6.3 g
Lactose 26.9 g 5.40 g
Fat (49 E%) 26.9 g 5.4 g
Saturates 10.1 g 2.4 g
Monounsaturates 10.6 g 2.1 g
Polyunsaturates 4.2 g 0.86 g
Arachidonic acid (AA) 0.12 g 25.0 mg
Docosahexaenoic acid (DHA) 0.12 g 25.0 mg
Fibre (1 E%) 2.8 g 0.56g
Nucleotides 17.9 mg 3.59 mg
Others 505 mg 101mg
L-Carnitine 9.97 mg 2.0 mg
Choline 156 mg 31.3 mg
Inositol 124 mg 24.8 mg
Taurine 34.8 mg 6.97 mg
Osmolarity 340 mOsmol/l
Osmolality 400 mOsmol/kgH20
Minerals and trace elements
Na 185 mg 37.0 mg
K 499 mg 100 mg
Cl 374mg 75.0 mg
P 263 mg 53.8 mg
Mg 44.9 mg 9.0 mg
Fe 5.97 mg 1.20 mg
Zn 3.98 mg 0.80 mg
Cu 0.37 mg 0.075 mg
Mn 0.050 mg 0.010 mg
Mo 15.8 µg 3.17 µg
Se 18.7 µg 3.75 µg
Cr 7.48 µg 1.50 µg
I 94.3 µg 18.9 µg
Vitamins
Vit. A 439 µg 88.0 µg
Vit. D 12.0 µg 2.40 µg
Vit. E 11.9 µg(10.6mg TE/ET) 2.38 µg(2.1mg TE/ET)
Vit. K 26.9 µg 7.07 µg
Thiamin 0.75 mg 0.15 mg
Riboflavin 1.00 mg 0.20 mg
Niacin 5.97 mg(9.34 mg NE/EN) 1.20 mg(1.87 mg NE/EN)
Pantothenic acid 3.97 mg 0.80 mg
Vit. B6 0.55 mg 0.11 mg
Folate 133 µg 26.7 µg
Folic acid 79.8 µg 16 µg
Vit. B12 1.50 µg 0.30 µg
Biotin 19.0 µg 3.80 µg
Vit. C 69.2 mg 13.9 mg
* 100 ml ready to feed = 90 ml water + 4 leveled scoops.
NUTRICIA
Fortini
INFANT
Supports catch up growth
Energy nutrient dense feed for infants with or at risk of malnutrition
0-18 months
COMPLETE NUTRITION
MILK BASED WITH IRON AND PREBIOTICS
1.0 KCAL PER ML | DHA & ARA | WITH LACTOSE
400g
PREPARATION:
1 Wash hands thoroughly and clean the preparation area. Sterilise bottles and teats.
2 Boil fresh water for 5 minutes or until an electric kettle switches off. Cool for at least 30 minutes so that it feels warm to the wrist. Pour the required amount of water into a sterilised feeding bottle.
3 Fill the scoop provided with powder and level off with a clean, dry knife. Do not press the powder into the scoop. Only use the scoop provided.
4 Add the prescribed number of scoops of powder to the water. Replace the cap on the bottle and shake until the powder dissolves.
5 Before feeding ensure that the formula is at the correct temperature by placing a few drops on the wrist. Use immediately after reconstitution.
6 Formula remaining in the bottle after two hours of feeding should be discarded. Formula must not be rewarmed during feeding.
7 One level scoop provides 5 g of powder. To prepare 100 ml of feed, put 90 ml of cooled, boiled water in a bottle. Gradually add 4 levelled scoops (20 g approx.) of powder.
Important:
Powdered infant formula is not sterile. Infant formula should be prepared immediately prior to feeding. Do not boil formula and do not use a microwave oven to prepare or warm formula. Dental health warning (Good dental hygiene is important for infants and children, as prolonged or frequent contact of drinks and feeds with teeth increases the risk of tooth decay. Make sure their teeth are cleaned after the last feed at night. Ask your Health or Dental Professional for advice.
Bottle feeding instructions:
THE HEALTH OF YOUR INFANT DEPENDS ON CAREFULLY FOLLOWING THE DIRECTIONS FOR PREPARATION AND USE. INCORRECT PREPARATION CAN MAKE YOUR BABY ILL.
At Fortini, we've been researching child growth for 25 years.
To combine essential nutrients in balanced doses, we adapt solutions for different challenges. We provide complete and reliable nutrition.
Feed for special medical purposes. For the dietary management of disease related malnutrition and growth failure. Fortini is an energy dense, nutritionally complete powder feed for infants from birth and young children up to 18 months of age (or 9 kg) with growth failure, increased energy requirements and/or fluid restriction. Packaged in a protective atmosphere.
Suggested intake: The quantity of feed and the dilution should be determined by a clinician or dietitian only, and is dependent on age, bodyweight and medical condition of the patient.
Storage: Store in a cool and dry place (not in the refrigerator). Always replace container lid after use. Once opened, use within one month.
Important notice: For enteral use only. Must be used under medical supervision, after full consideration of all the feeding options, including breastfeeding. Suitable as a sole source of nutrition for infants from birth and young children up to 18 months of age (or 9 kg).
INGREDIENTS
VEGETABLE OILS (COCONUT OIL, HIGH OLEIC SUNFLOWER OIL, PALM OIL, RAPESEED OIL, SUNFLOWER OIL), GLUCOSE SYRUP, DEMINERALISED WHEY (FROM COW'S MILK), SKIMMED COW'S MILK, GALACTO-OLIGOSACCHARIDES (FROM COW'S MILK), WHEY PROTEIN (FROM COW'S MILK), MALTODEXTRIN, FISH OIL, CALCIUM CARBONATE, FRUCTO-OLIGOSACCHARIDES, OIL FROM MORTIERELLA ALPINA, CHOLINE CHLORIDE, SODIUM CITRATE, CALCIUM PHOSPHATE, POTASSIUM CHLORIDE, INOSITOL, SODIUM CHLORIDE, MAGNESIUM HYDROGEN PHOSPHATE, POTASSIUM CITRATE, EMULSIFIERS (SUNFLOWER LECITHIN, SOY LECITHIN), L-ASCORBIC ACID, SODIUM L-ASCORBATE, TAURINE, FERROUS SULPHATE, ZINC SULPHATE, NICOTINAMIDE, CYTIDINE 5'-MONOPHOSPHATE L-CARNITINE, ADENOSINE 5'-MONOPHOSPHATE, DL-α-TOCOPHERYL ACETATE, URIDINE 5'-MONOPHOSPHATE, DISODIUM SALT, INOSINE 5'-MONOPHOSPHATE SODIUM SALT, CALCIUM D-PANTOTHENATE, GUANOSINE 5'-MONOPHOSPHATE SODIUM SALT, COPPER SULPHATE, DL-α-TOCOPHEROL, THIAMIN HYDROCHLORIDE, RETINYL PALMITATE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, MANGANESE SULPHATE, PTEROYLMONOGLUTAMIC ACID, POTASSIUM IODIDE, PHYTOMENADIONE, CHROMIUM CHLORIDE, D-BIOTIN, SODIUM MOLYBDATE, CHOLECALCIFEROL, SODIUM SELENITE, CYANOCOBALAMIN.
Manufactured for Nutricia by Milupa, Germany
Milupa GmbH Werk Fulda
Schlyerstrasse
4 0-36041 Fulda - Germany
Tel.: 0049 (0) 661/929-0
Packed in a protective atmosphere.
Distributed in Australia by Nutricia Australia Pty Limited, Talavera
Corporate Centre, Level 4,
Building D 12-24 Talavera Road,
Macquarie Park, NSW 2113 Australia
Tel.: 1800 060 061
www.nutriciamedical.com.au
FOR MORE INFORMATION VISIT OUR WEBSITE:
BEST BEFORE:
SEE BOTTOM OF TIN.
DANONE

INFANT TUBE


NUTRICIA
Fortini
INFANT
Supports catch up growth
Energy nutrient dense feed for infants with or at risk of malnutrition
0-18 months
BETTER ABSORPTION
COMPLETE NUTRITION
1.0 KCAL PER ML
DHA & ARA
WITH LACTOSE
500 ml


NUTRICIA
Fortini
INFANT
1.0 KCAL PER ML
EN
SE
FI
NL Z0017 EG
DANONE
500 ml


PAGINA 2
1.0 KCAL/ML
EN
IMPORTANT NOTICE:
Directions for use:
INGREDIENTS
PRODUCED BY:
DISTRIBUTED BY:
500 ml
120 mm

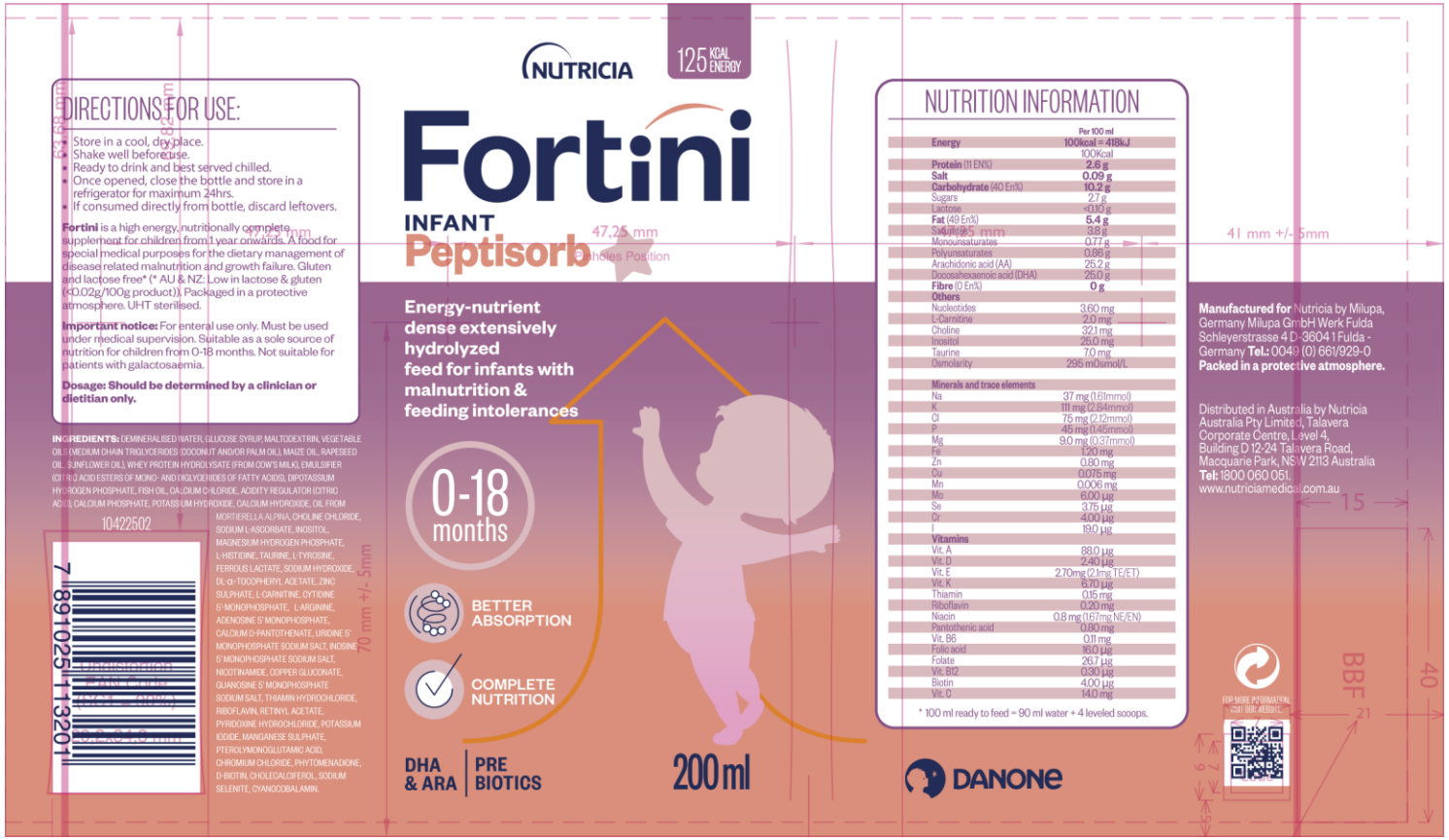

PAGINA 5 (=BASIS)
Average contents per 100 ml/
Genomsnittligt näringsvärde per 100 ml/
Ravintoisältö per 100 ml:
500 ml
120 mm



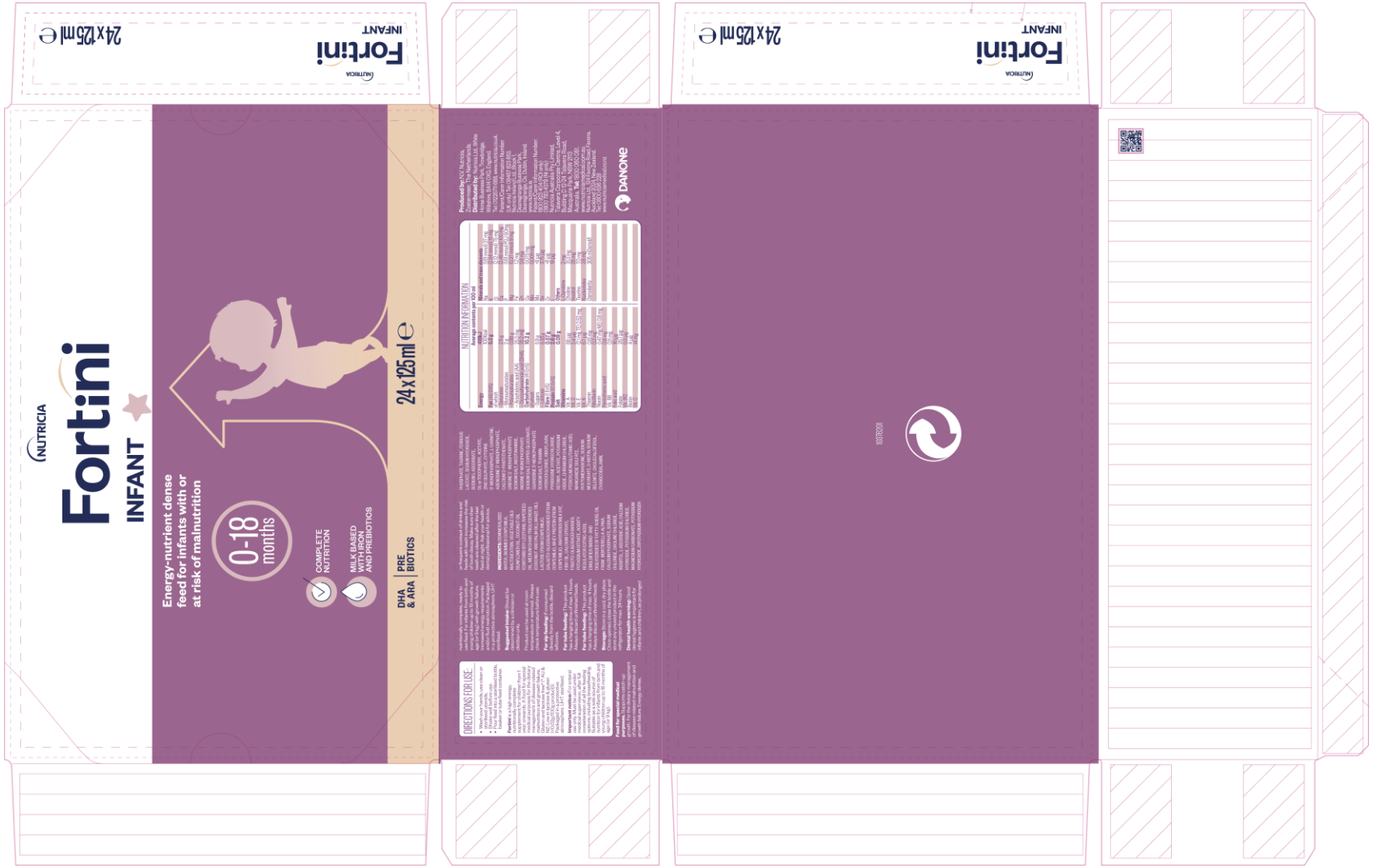
INFANT BOTTLE CLASSIC



INFANT BOTTLE PEPTISORB



INFANT BOTTLE CLASSIC - CLUSTER



INFANT BOTTLE PEPTISORB - CLUSTER



JUNIOR TIN

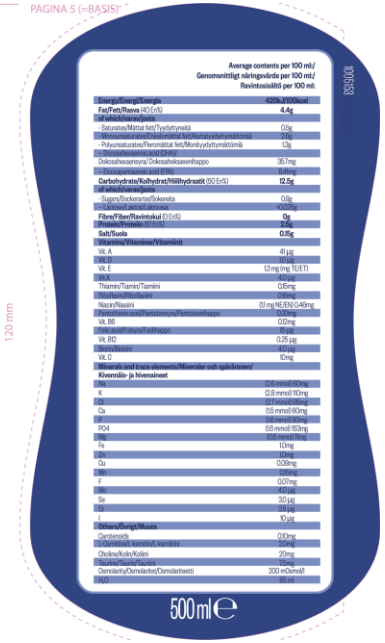

MATERIAL NUMBER
NUTRITION INFORMATION
Per 100 g
Per 100 ml / 30.4 g powder
Per 100Kcal
Energy 2065kJ 492Kcal 630kJ 150Kcal 420kJ 100Kcal
Fat 22.6g 6.9g 4.6g
of which
- Saturates 5.7g 1.7g 1.2g
- Monounsaturates 13.6g 4.1g 2.8g
- Polyunsaturates 3.3g 1.0g (LCP)
- Linoleic Acid (LA) 2620mg 796mg 532mg
- Alpha Linolenic Acid (ALA) 539mg 164mg 109mg
Carbohydrate 61.3g 18.6g 12.5g
Protein 11.1g 3.4mg 2.2mg
Vitamins
Vit. A 225 µg 68 µg 46 µg
Vit. D3 5.4 µg 1.7 µg 1.1 µg
Vit. E 6.5 mg (0.1E/E1) 2.0 mg (0.3E/E1) 1.3 mg (0.3E/E1)
Vit. K 22 µg 6.6 µg 4.4 µg
Vit. B1 (Thiamin) 762 mcg 222 mcg 155 mcg
Vit. B2 (Riboflavin) 799 mcg 243 mcg 162 mcg
Vit. B3 (Niacin) 5.5 mg 1.7 mg 1.1 mg
Vit. B5 (Pantothenic acid) 1656 mcg 503 mcg 336 mcg
Vit. B6 (Pyridoxine) 636 mcg 193 mcg 129 mcg
Folic acid 87 µg 27 µg 18 µg
Vit. B12 0.80 µg 0.25 µg 0.18 µg
Biotin 17 µg 5.2 µg 3.5 µg
Vit. C 58 mg 17 mg 12 mg
Minerals and trace elements
Na 222 mg 67 mg 45 mg
K 493 mg 150 mg 100 mg
Cl 359 mg 109 mg 68 mg
Ca 277 mg 84 mg 56 mg
P 244 mg 74 mg 50 mg
Mg 51 mg 16 mg 10 mg
Fe 4.8 mg 1.5 mg 1.0 mg
Zn 5.0 mg 1.5 mg 1.0 mg
Cu 443 µg 135 µg 90 µg
Mn 749 µg 228 µg 152 µg
Mo 32 µg 9.9 µg 6.6 µg
Se 17 µg 5.2 µg 3.5 µg
Cr 17 µg 5.2 µg 3.5 µg
I 49 µg 15 µg 10 µg
Others
L-Carnitine 9.9 mg 3.0 mg 2 mg
Choline 93 mg 30 mg 20 mg
Inositol 5.2 mg 1.6 mg 1.1 mg
Taurine 38 mg 11 mg 7.4 mg
Osmolarity 425 mOsmol/l
* 100 ml ready to feed = 90 ml water + 4 leveled scoops.
NUTRICIA
Fortini
JUNIOR
Support catch up growth
energy-nutrient dense feed for children with or at risk of growth failure
1-10yrs.
COMPLETE NUTRITION
28 VITAMINS & MINERALS
VANILLA FLAVOUR
1.5 KCAL PER ML | 6.8g PROTEIN PER ML | LOW IN LACTOSE | 400g
DIRECTIONS FOR USE:
1 Keep tightly sealed and store in a cool, dry place.
2 Do not refrigerate.
3 Wash your hands, use clean or sterilized utensils and ensure top of packaging is clean.
4 Use only the scoop provided.
5 Prepare the food per serving and use within 2 hours.
6 Always discard unfinished feeds.
7 Once opened, close packaging, store in a cool, dry place (not a refrigerator) and use within one month.
8 To prepare 200 ml of feed, prepare 150 ml of water in a glass. Add 10 leveled scoops of powder gradually while stirring and mix until completely dissolved.
9 Feed that has been prepared and has not been consumed can be stored (in a glass or closed bottle) in the refrigerator and consumed for a maximum of 24 hours.
Fortini is a high energy, nutritionally complete supplement for children from 1 year onwards. A food for special medical purposes for the dietary management of disease related malnutrition and growth failure. Gluten and lactose free (*AU & NZ: low lactose and gluten (<0.02g/100g)). Packaged in a protective atmosphere.
Important Notice: For enteral use only. Not for parenteral use*. Must be used under medical supervision. Suitable as a sole source of nutrition for children from 1 year onwards. Not suitable for patients with galactosaemia. MONITOR FLUID INTAKE TO ENSURE ADEQUATE HYDRATION STATUS.
Contraindication: Unsuitable for children under 1 year of age.
Dosage: Should be determined by a clinician or dietitian only.
DISCOVER OUR OTHER PRODUCTS:
Fortini Compact
- Neutral
- Chocolate Caramel
- Strawberry
Fortini
JUNIOR
At Fortini, we've been researching child growth for 25 years.
To combine essential nutrients in balanced doses, we adapt solutions for different challenges. We provide complete and reliable nutrition.
INGREDIENTS
MALTODEXTRIN, VEGETABLE OIL (PALM OIL, SUNFLOWER OIL, RAPESEED OIL (CONTAINS THE ANTIOXIDANT ASCORBYL PALMITATE)), CASEINATE, SUCROSE, TRIPOTASSIUM CITRATE, SODIUM CHLORIDE, POTASSIUM DIHYDROGEN PHOSPHATE, MAGNESIUM HYDROGEN PHOSPHATE, CALCIUM CARBONATE, SOY LECITHIN, VANILLA (WITH THETIC FLAVOUR, CHOLINE CHLORIDE, SODIUM L-ASCORBATE, TAURINE, L-ASCORBIC ACID, FERROUS SULFATE, ZINC SULFATE, L-CARNITINE, NICOTINAMIDE, D-BIOTIN, MANGANESE SULFATE, CALCIUM D-PANTOTHENATE, COPPER SULFATE, FOLIC ACID, THIAMINE HYDROCHLORIDE, RIBOFLAVIN, MINERAL PREMIX, PYRIDOXINE HYDROCHLORIDE, CYANOCOBALAMIN, RETINYL PALMITATE, DL-ALPHA TOCOPHERYL ACETATE, DL-ALPHA TOCOPHEROL, CHOLECALCIFEROL, POTASSIUM IODIDE, PHYTOMENADIONE.
CONTAINS ALLERGENS, SEE INGREDIENT LIST IN BOLD.
Produced by Milupa GmbH, Germany, www.nutricia.com
Milupa GmbH Werk Fulda
Schlesienstrasse
412-36041 Fulda - Germany
Tel.+ 0049 (0) 661/909-0
Packed in a protective atmosphere.
Distributed in Australia by Nutricia Australia Pty Limited, Talavera Corporate Centre, Level 4, Building D 12-24 Talavera Road, Macquarie Park, NSW 2113 Australia
Tel 1800 060 061
www.nutriciamedical.com.au
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SEE BOTTOM OF TIN.
7 891025 113201
E0819-02

JUNIOR TUBE – STANDARD

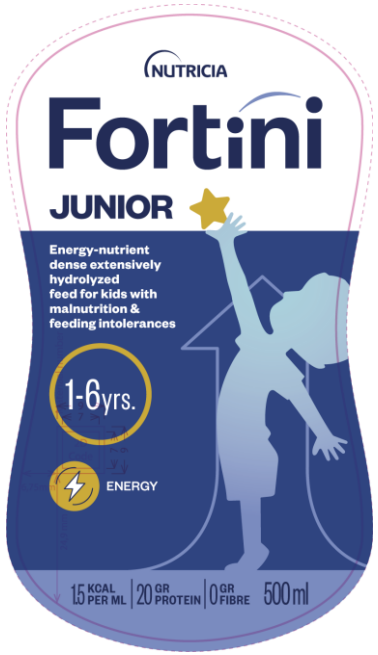






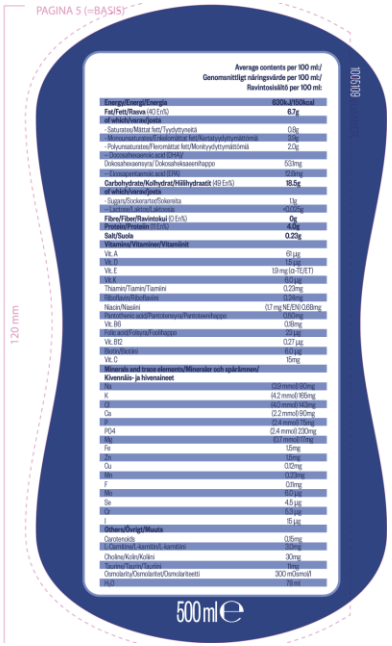


JUNIOR TUBE - ENERGY







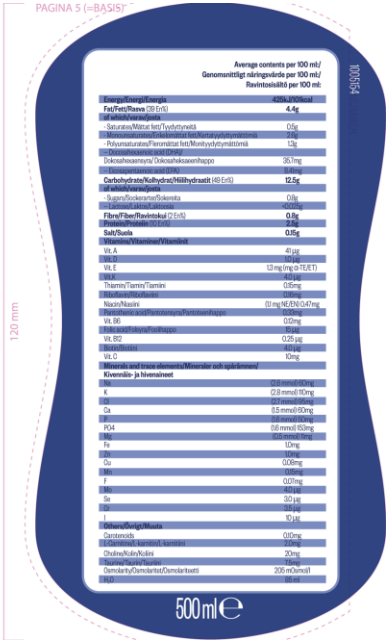


JUNIOR TUBE – MULTI FIBRE

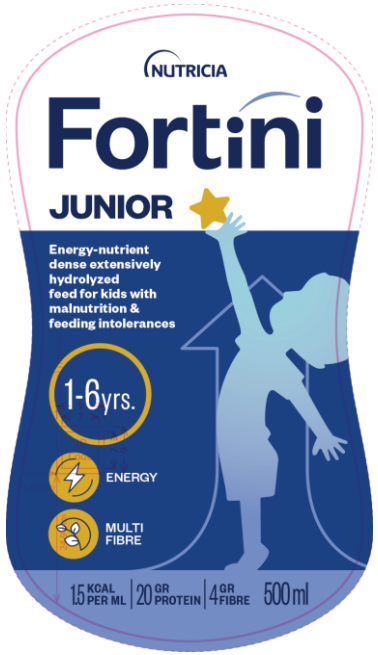






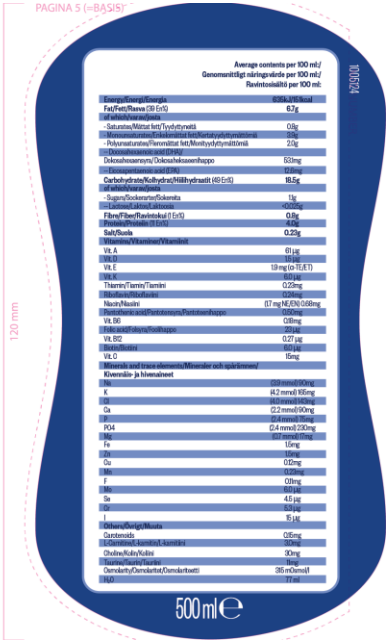


JUNIOR TUBE – ENERGY MULTI FIBRE



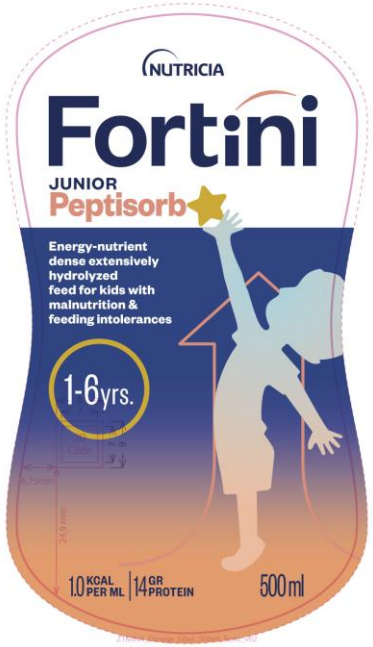






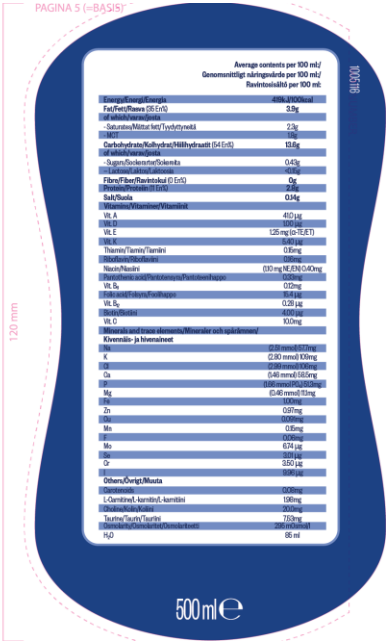


JUNIOR TUBE – PEPTISORB



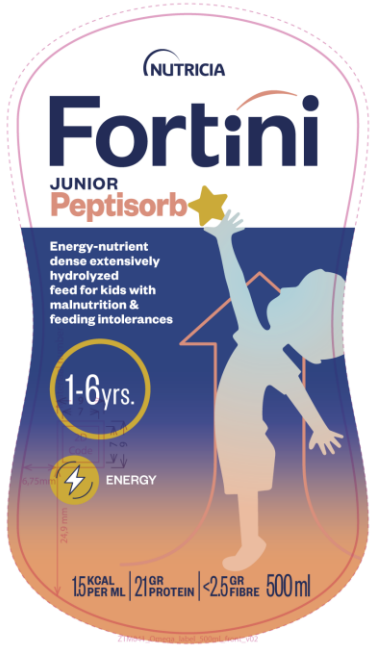






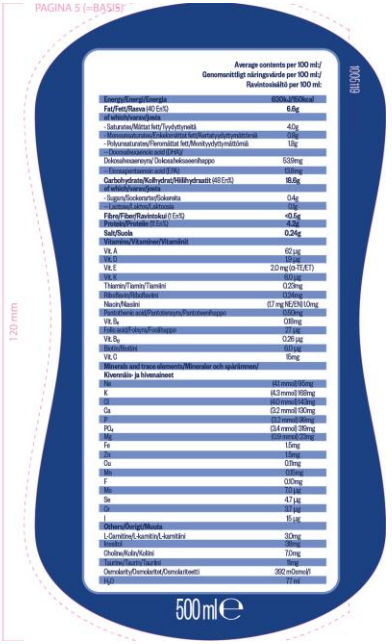


JUNIOR TUBE – PEPTISORB ENERGY

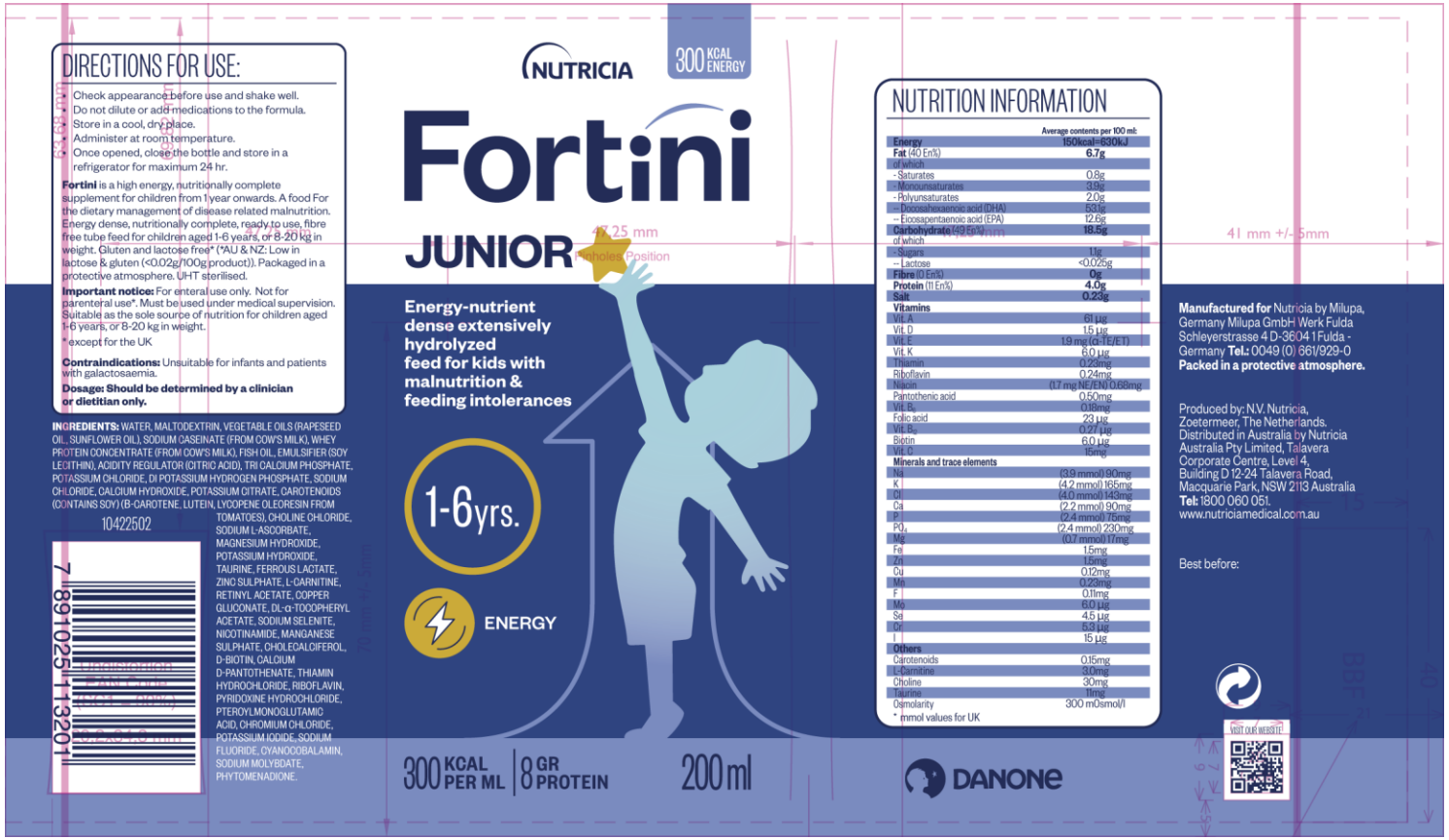




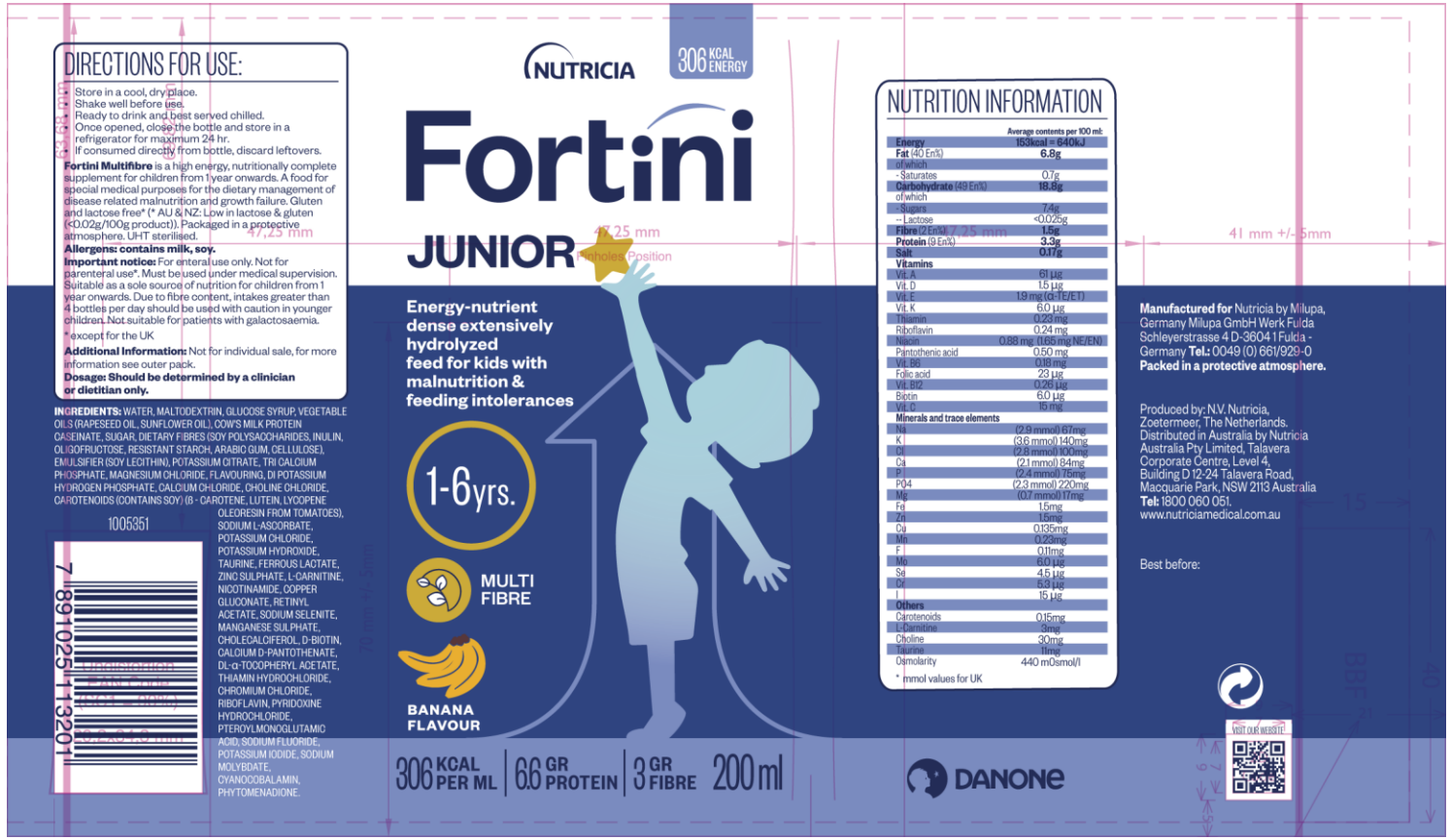




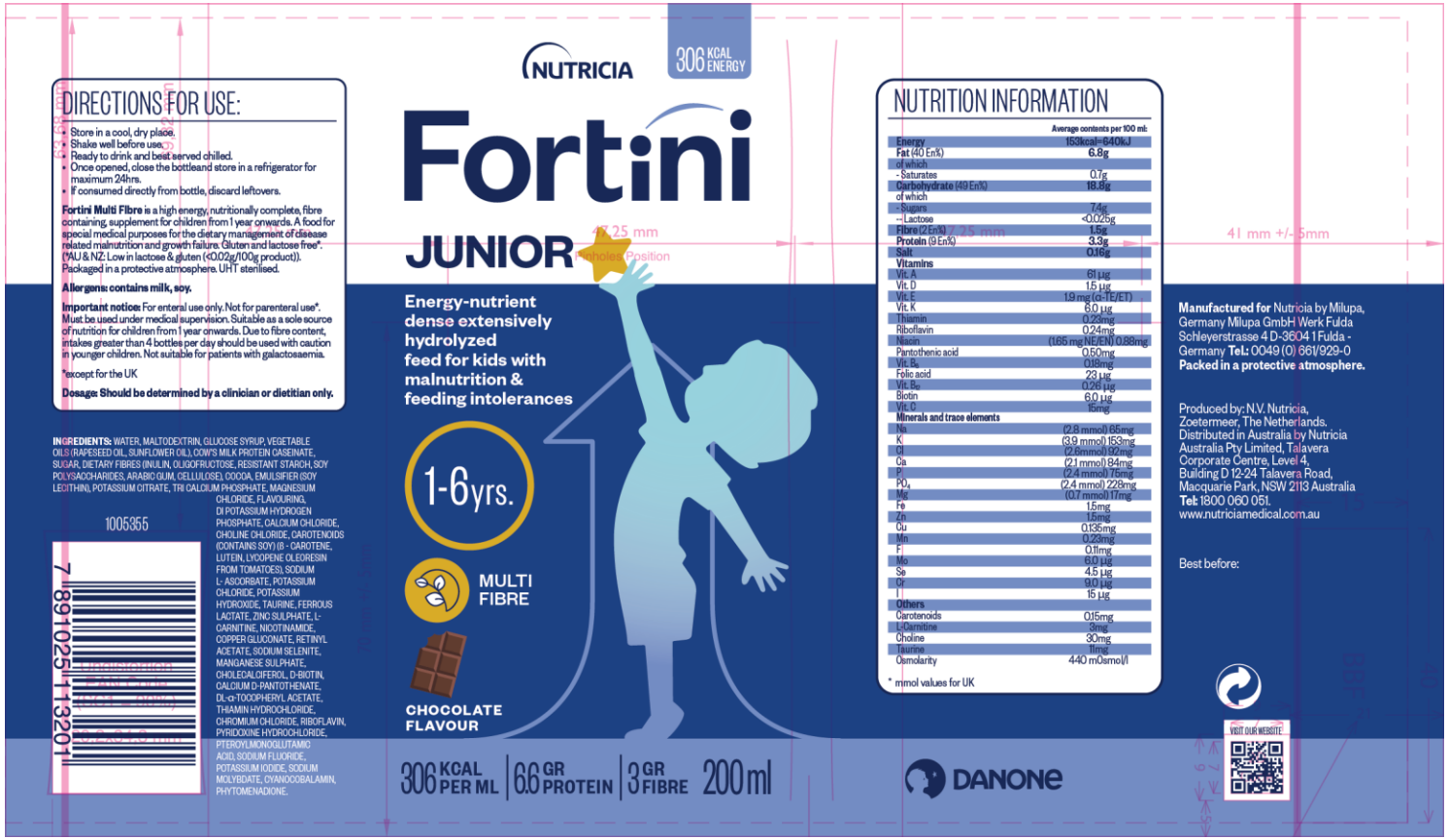
JUNIOR BOTTLE – ENERGY



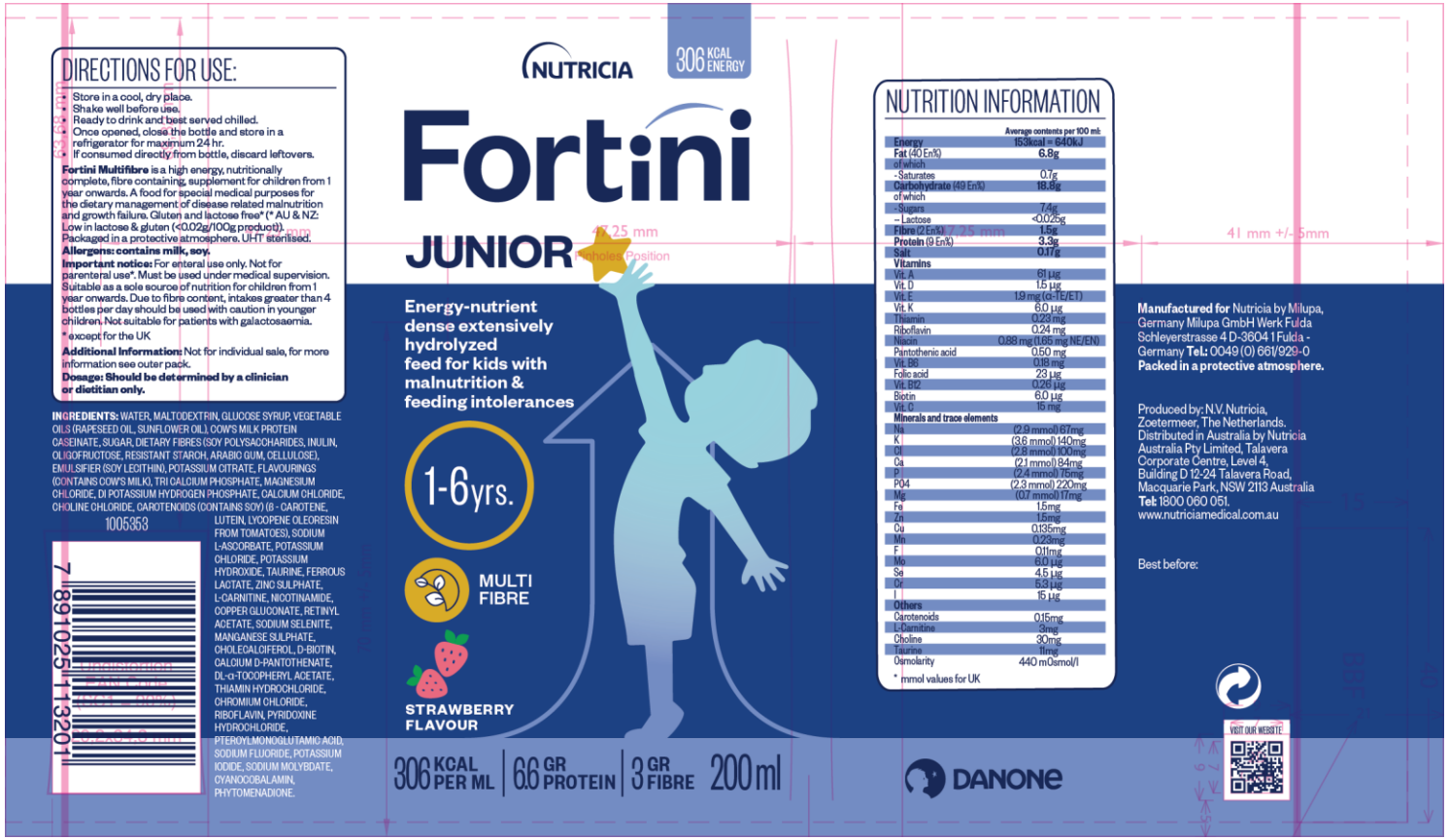
JUNIOR BOTTLE – MULTI FIBRE BANANA



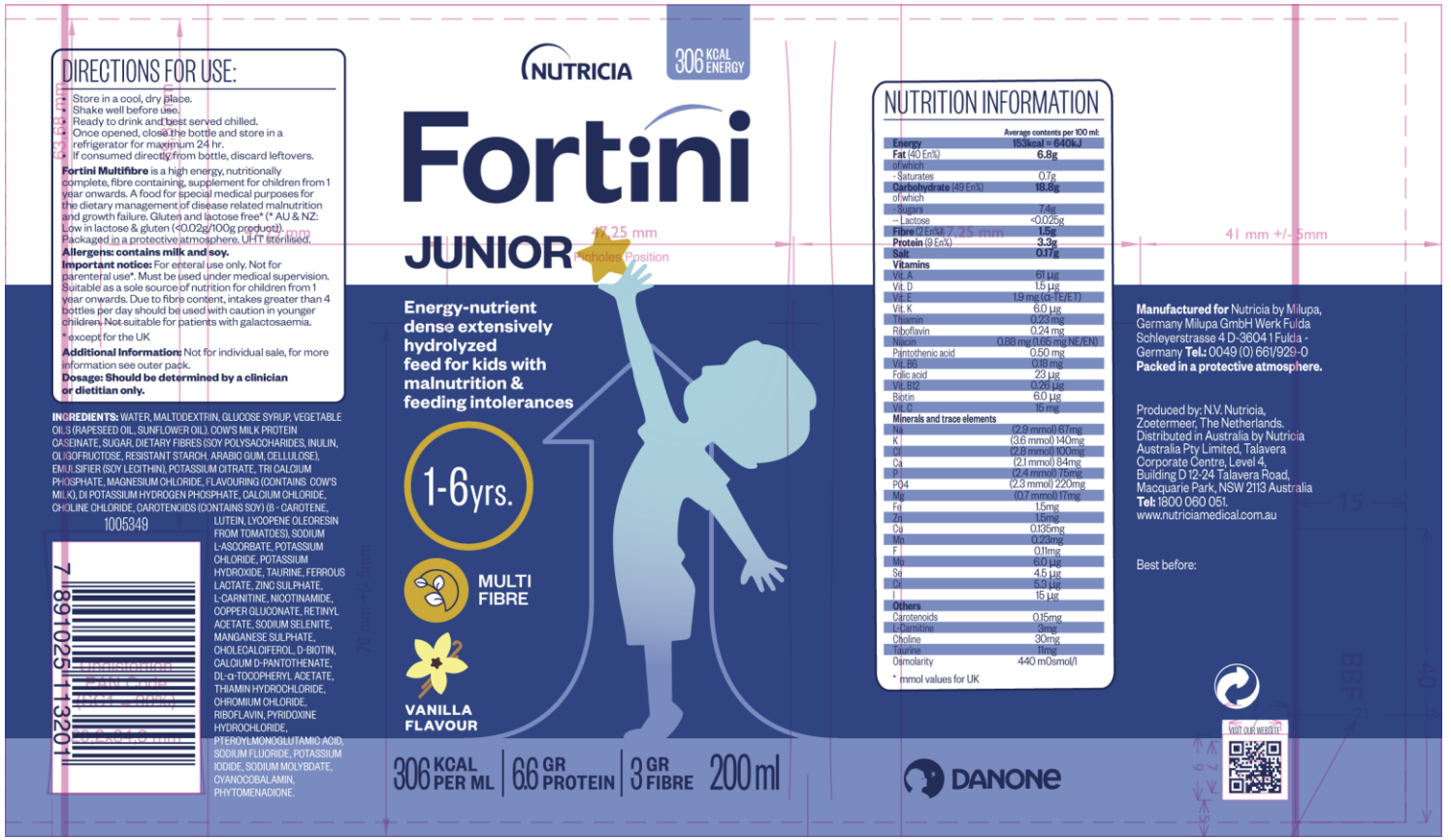
JUNIOR BOTTLE – MULTI FIBRE CHOCOLATE



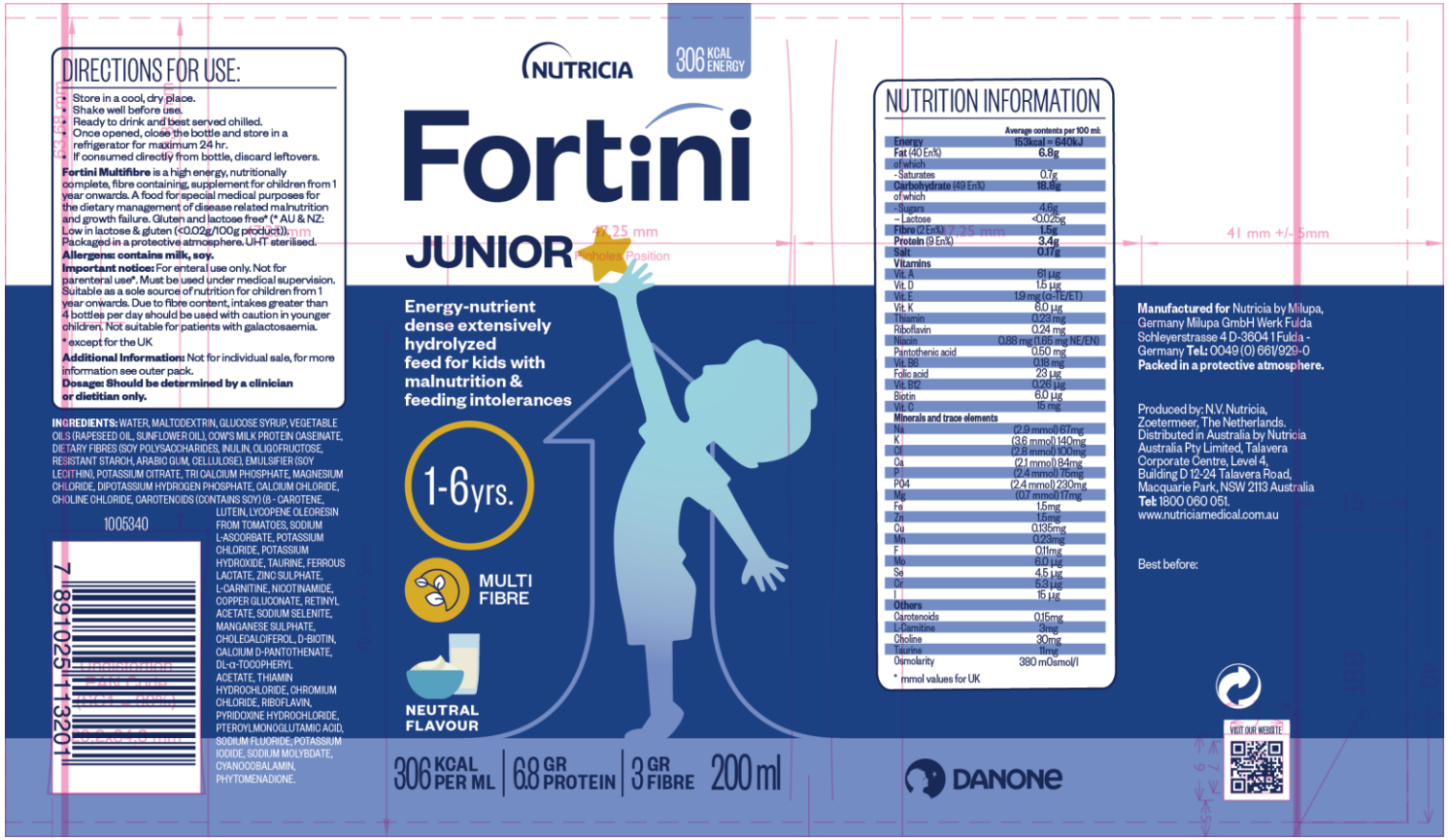
JUNIOR BOTTLE – MULTI FIBRE STRAWBERRY



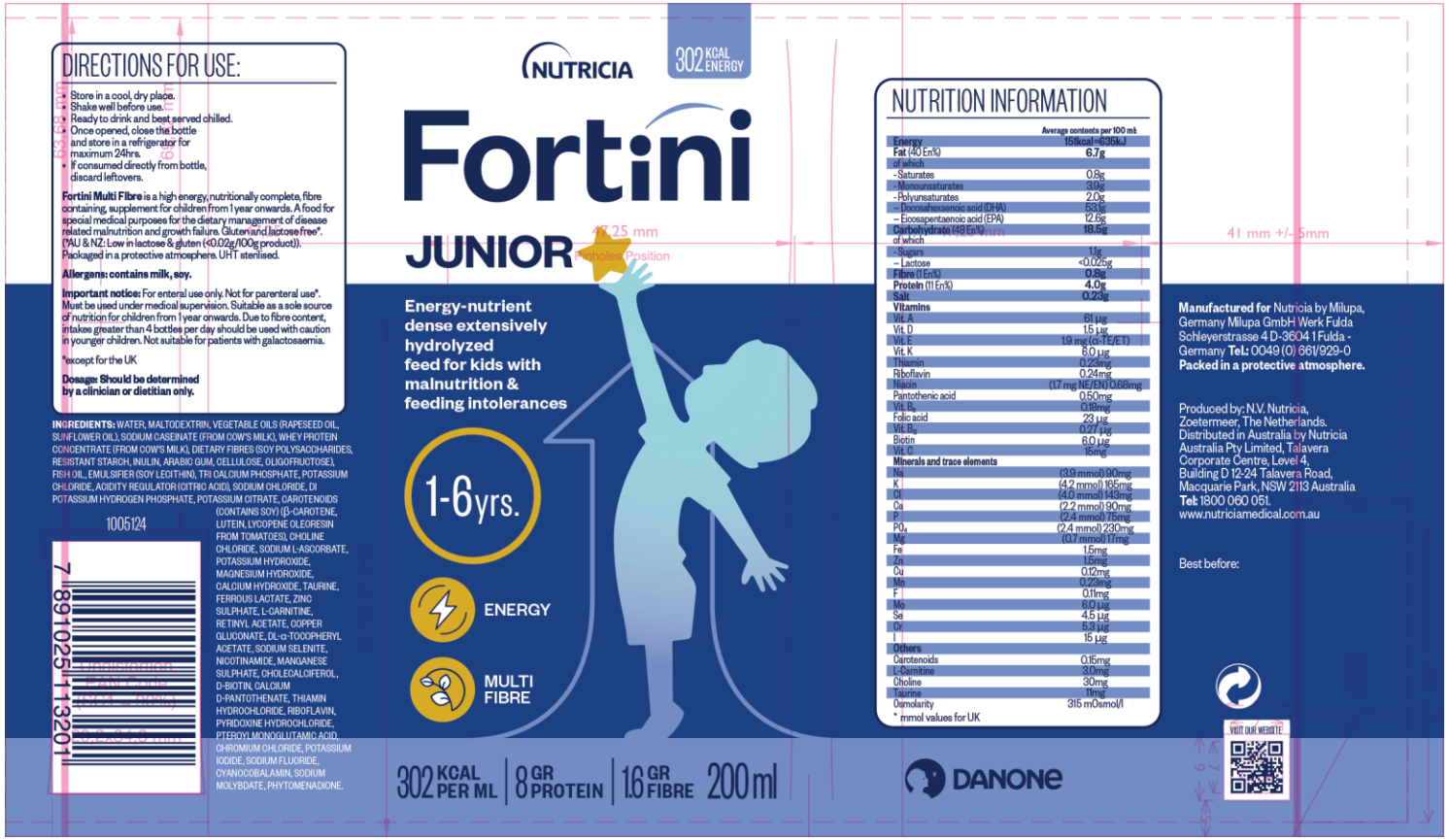
JUNIOR BOTTLE – MULTI FIBRE VANILLA



JUNIOR BOTTLE – MULTI FIBRE NEUTRAL



JUNIOR BOTTLE – ENERGY MULTI FIBRE



JUNIOR COMPACT – MULTI FIBRE CHOCO-CARAMEL



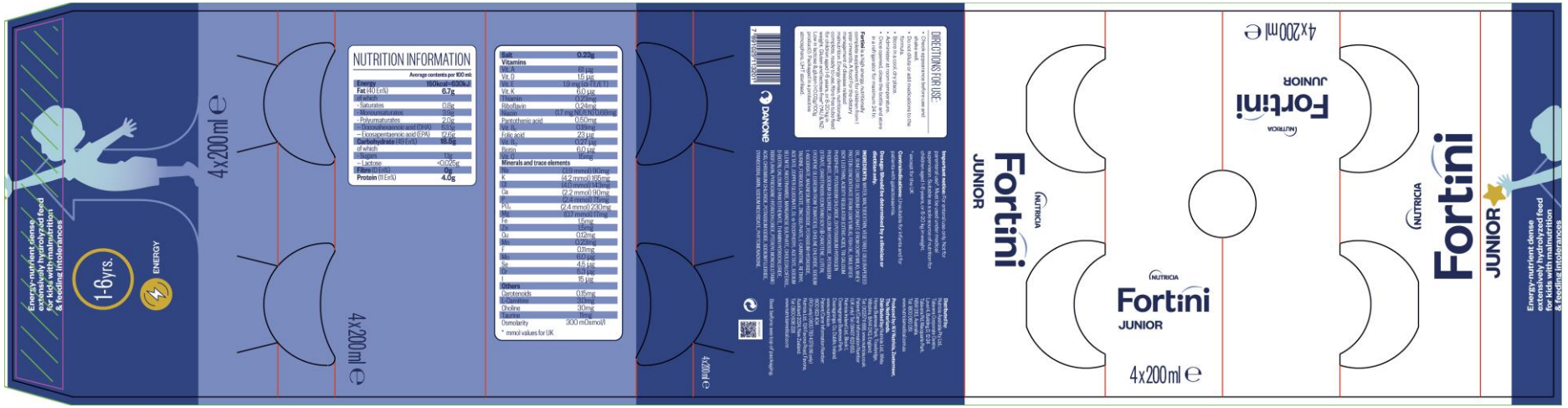
JUNIOR COMPACT – MULTI FIBRE NEUTRAL



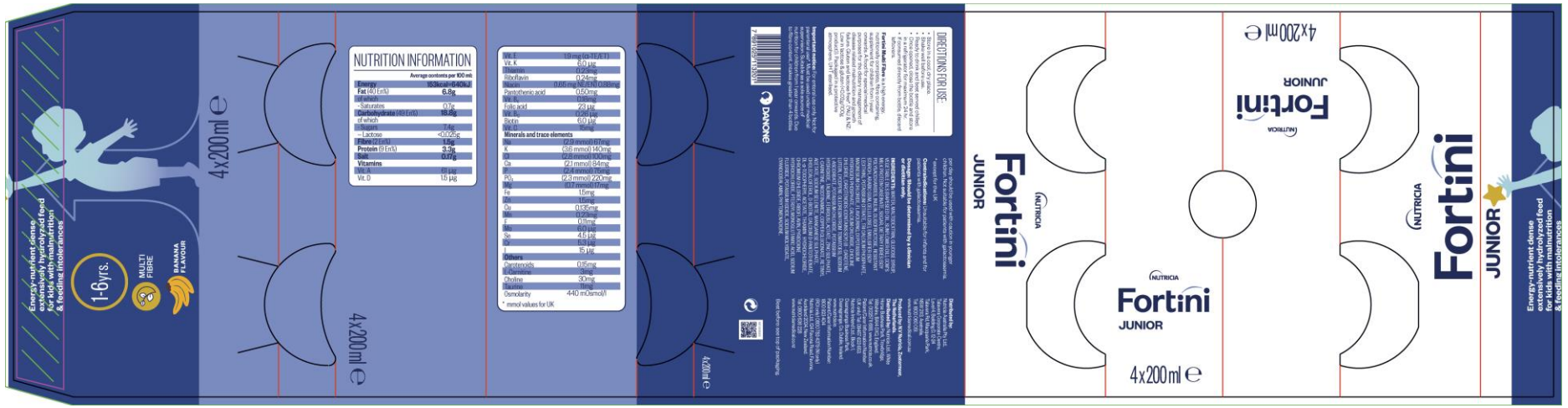
JUNIOR COMPACT – MULTI FIBRE STRAWBERRY



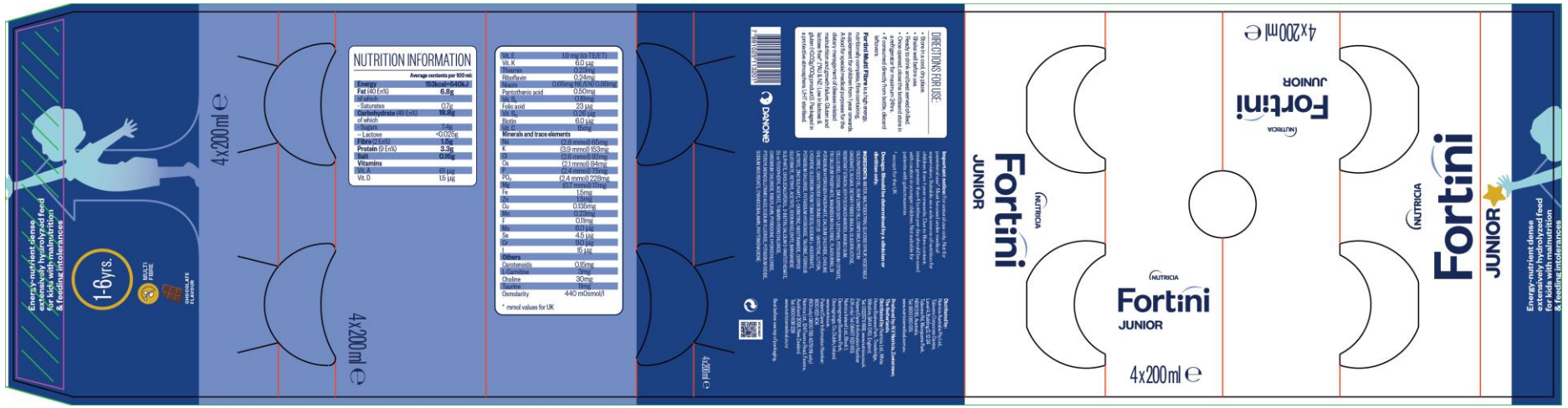
JUNIOR BOTTLE – ENERGY CLUSTER



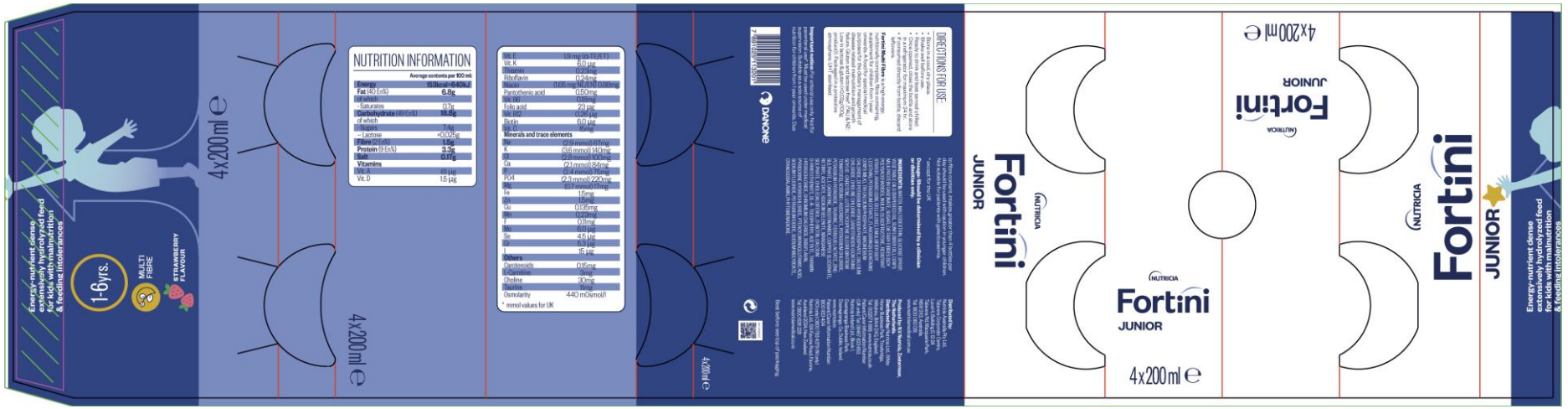
JUNIOR BOTTLE – MULTI FIBRE BANANA CLUSTER



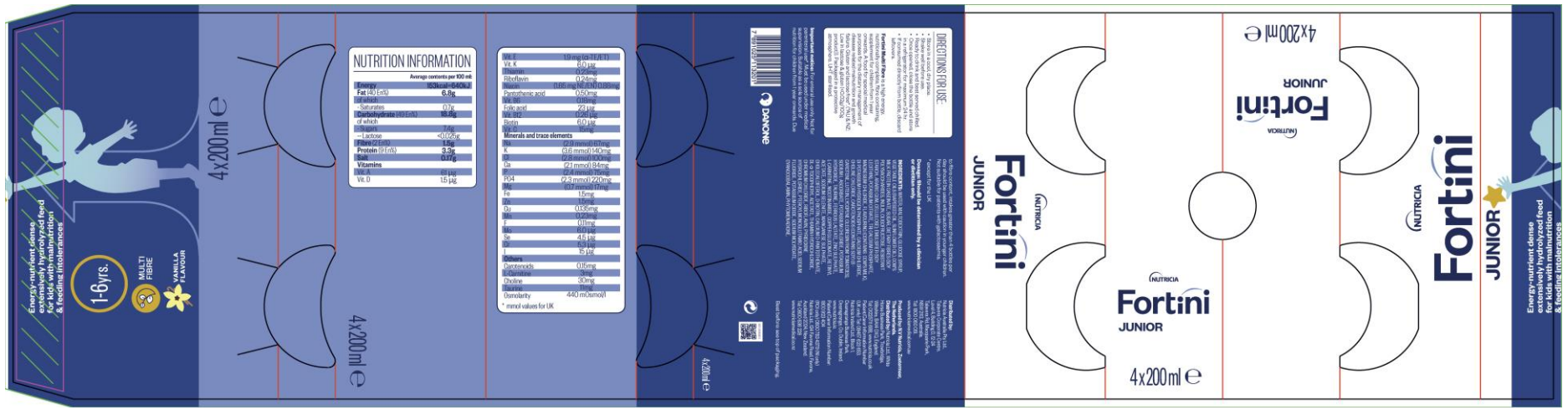
JUNIOR BOTTLE – MULTI FIBRE CHOCOLATE CLUSTER



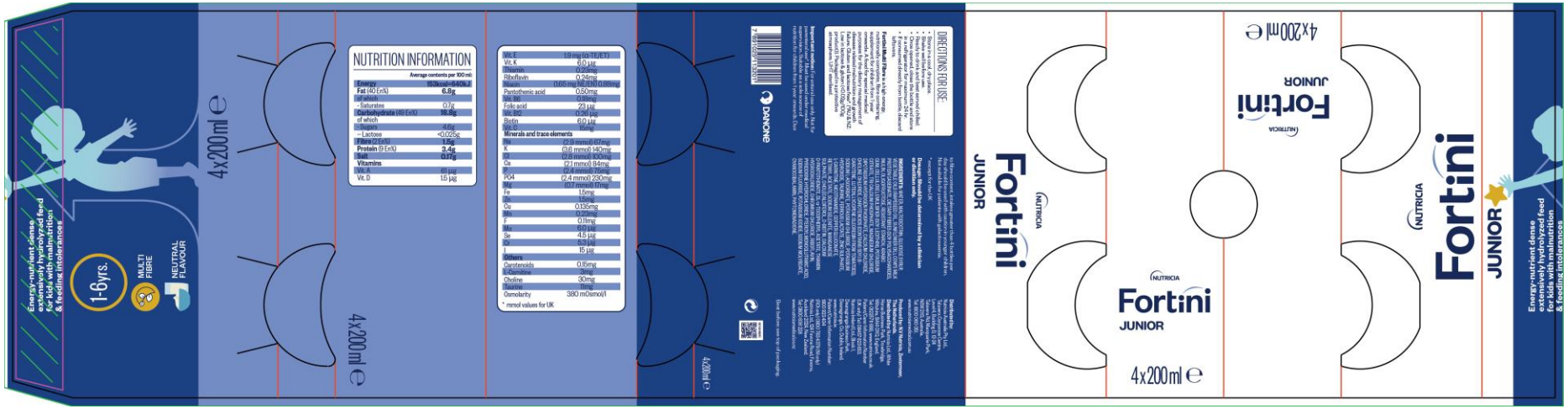
JUNIOR BOTTLE – MULTI FIBRE STRAWBERRY CLUSTER



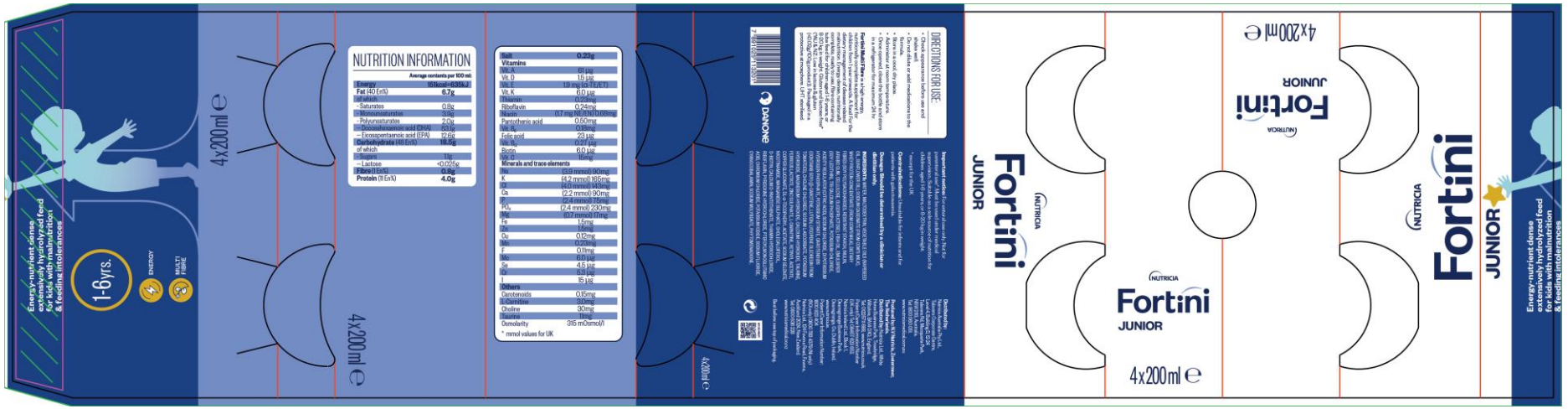
JUNIOR BOTTLE – MULTI FIBRE VANILLA CLUSTER



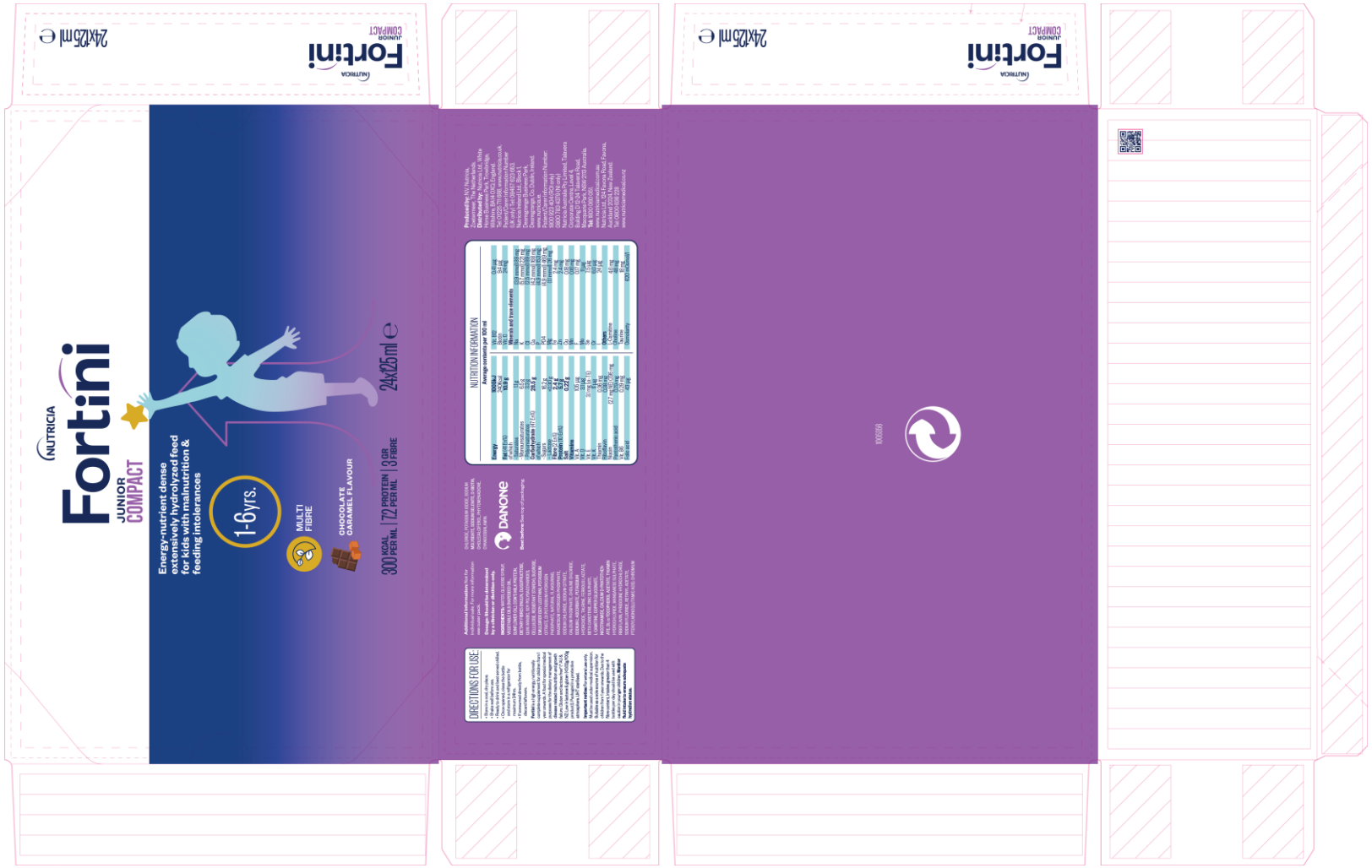
JUNIOR BOTTLE – MULTI FIBRE NEUTRAL CLUSTER



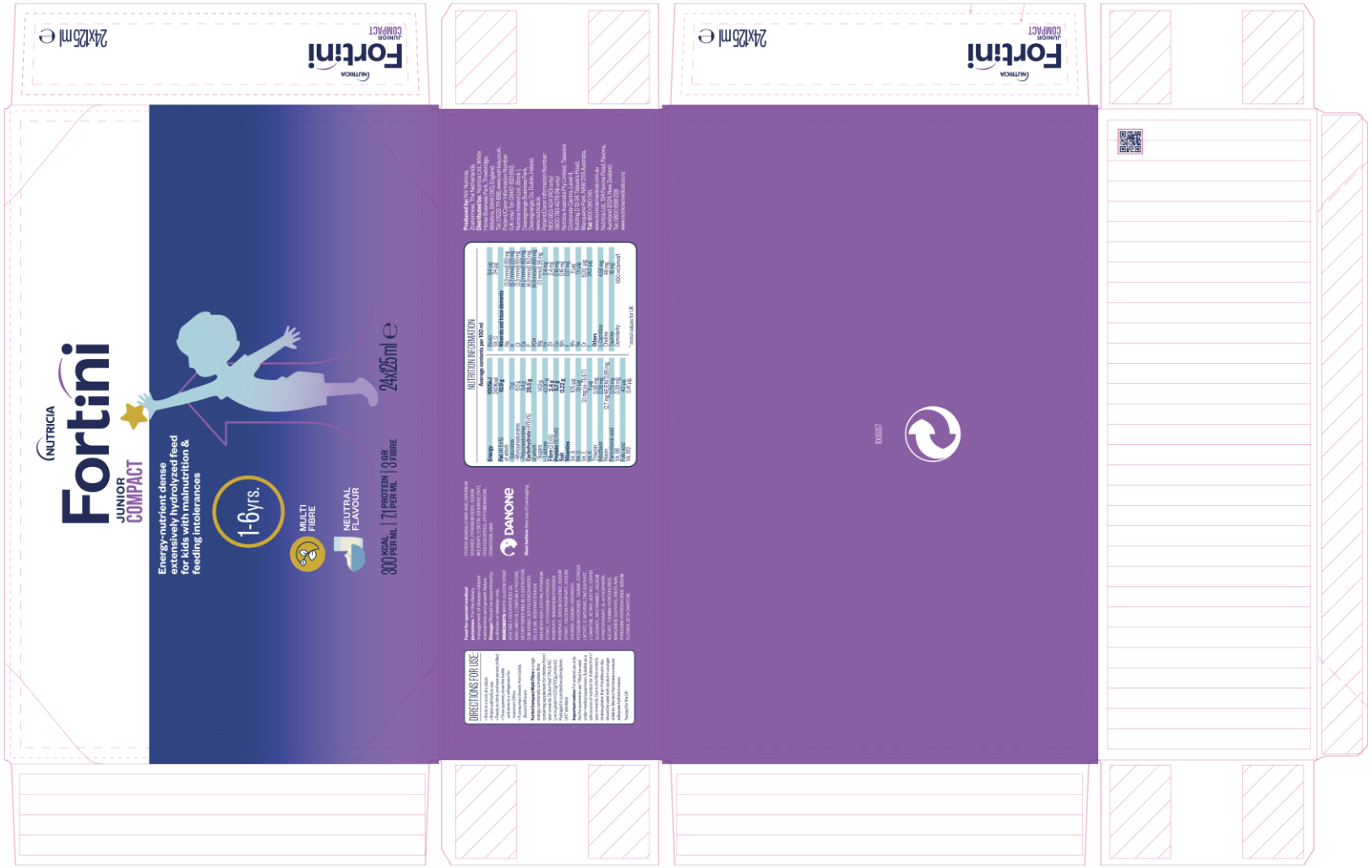
JUNIOR BOTTLE – ENERGY MULTI FIBRE CLUSTER



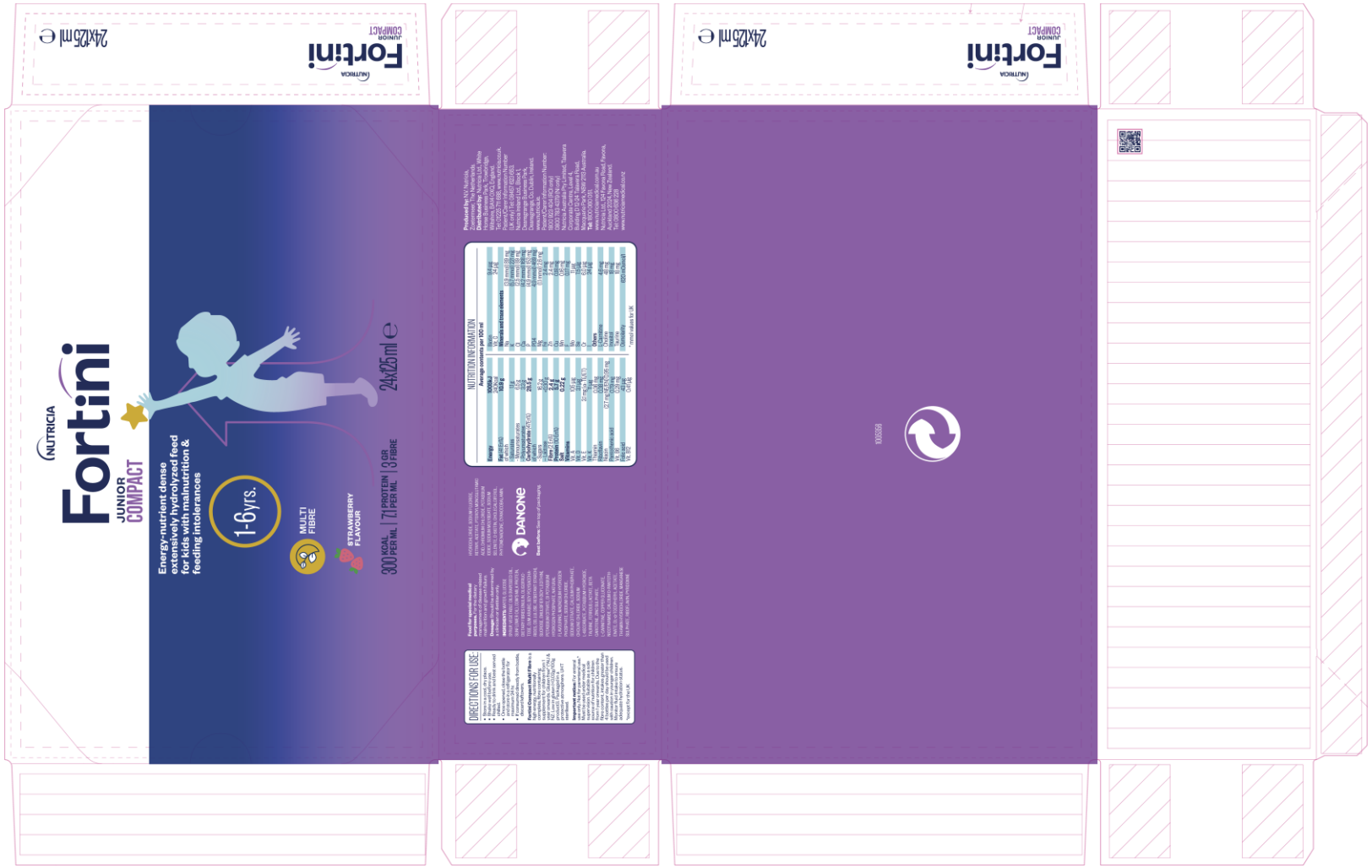
JUNIOR COMPACT – MULTI FIBRE CHOCO-CARAMEL CLUSTER



JUNIOR COMPACT – MULTI FIBRE NEUTRAL CLUSTER



JUNIOR COMPACT – MULTI FIBRE STRAWBERRY CLUSTER

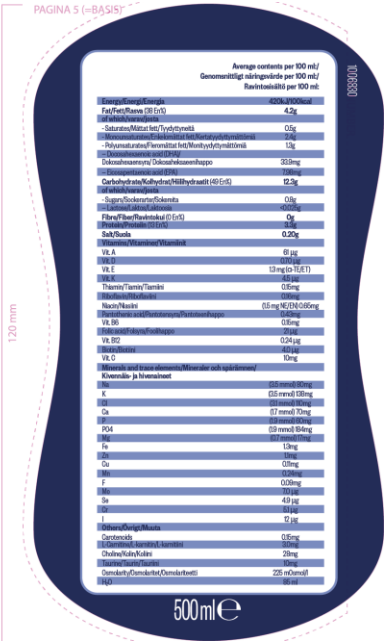


JUNIOR MAX – STANDARD

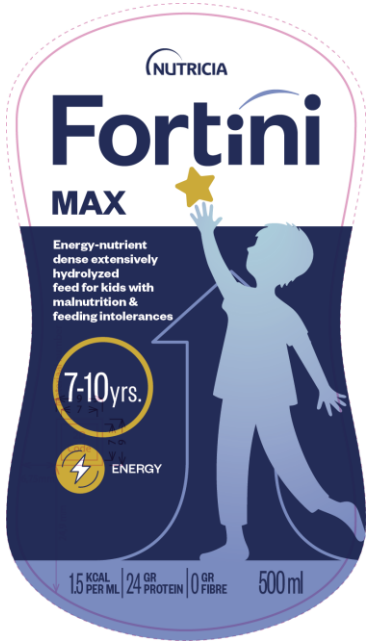






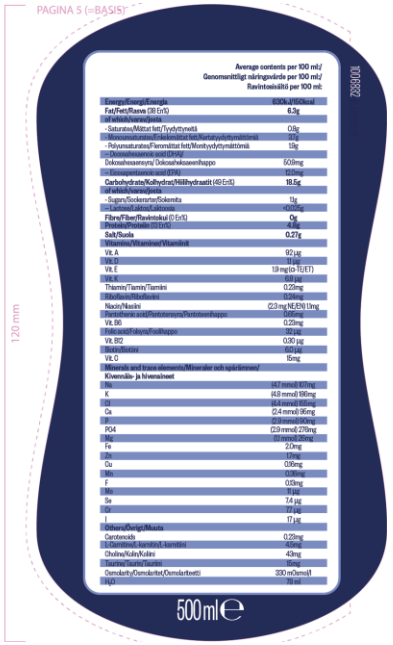


JUNIOR MAX – ENERGY







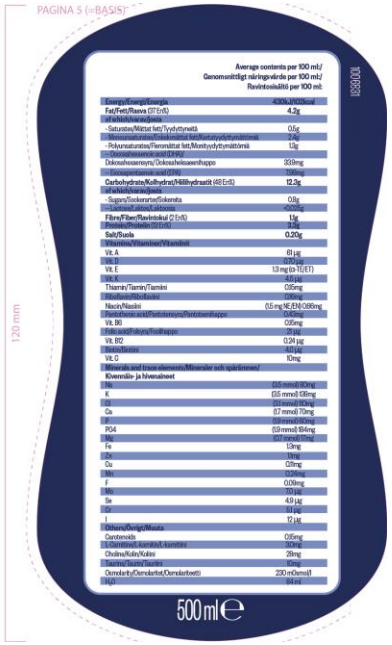


JUNIOR MAX – MULTI FIBRE



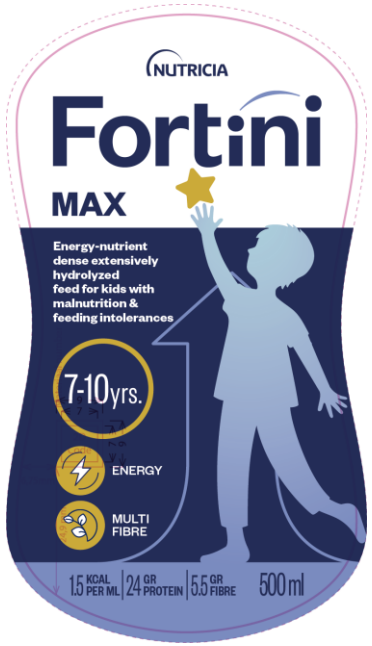






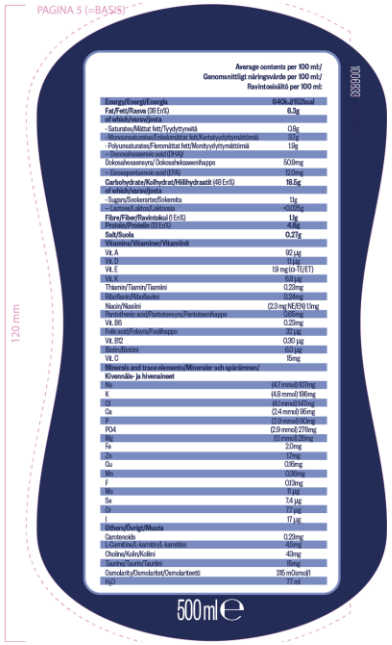


JUNIOR MAX – ENERGY MULTI FIBRE











4.3

MOCKUPS



Fortini

INFANT TIN


NUTRICIA
Fortini
INFANT
Supports catch up growth
Energy nutrient dense
feed for infants with or
at risk of malnutrition
0-18
months
COMPLETE
NUTRITION
MILK BASED
WITH IRON AND
PREBIOTICS
1.0 KCAL
PER ML
DHA
& ARA
WITH
LACTOSE
400g

INFANT TUBE


NUTRICIA
Fortini
INFANT
Supports catch up growth
Energy nutrient dense feed for infants with or at risk of malnutrition
0-18 months
BETTER ABSORPTION
COMPLETE NUTRITION
1.0 KCAL PER ML
DHA & ARA
WITH LACTOSE
500 ml

INFANT BOTTLE CLASSIC



INFANT BOTTLE PEPTISORB



INFANT BOTTLE CLASSIC - CLUSTER



INFANT BOTTLE PEPTISORB - CLUSTER



JUNIOR TIN


NUTRICIA
Fortini
JUNIOR
Support catch up growth
energy-nutrient dense feed for children with or at risk of growth failure
1-10yrs.
COMPLETE NUTRITION
28 VITAMINS & MINERALS
VANILLA FLAVOUR
1.5 KCAL PER ML
6.8g PROTEIN PER ML
LOW IN LACTOSE
400g

JUNIOR TUBE – STANDARD



JUNIOR TUBE - ENERGY



JUNIOR TUBE – MULTI FIBRE



JUNIOR TUBE – ENERGY MULTI FIBRE



JUNIOR TUBE – PEPTISORB



JUNIOR TUBE – PEPTISORB ENERGY



JUNIOR BOTTLE – ENERGY



JUNIOR BOTTLE – MULTI FIBRE BANANA



JUNIOR BOTTLE – MULTI FIBRE CHOCOLATE



JUNIOR BOTTLE – MULTI FIBRE VANILLA



JUNIOR BOTTLE – MULTI FIBRE NEUTRAL



JUNIOR BOTTLE – ENERGY MULTI FIBRE



JUNIOR COMPACT – MULTI FIBRE CHOCO-CARAMEL



JUNIOR COMPACT – MULTI FIBRE NEUTRAL



JUNIOR COMPACT – MULTI FIBRE STRAWBERRY



JUNIOR BOTTLE – ENERGY CLUSTER



JUNIOR BOTTLE – MULTI FIBRE BANANA CLUSTER



JUNIOR BOTTLE – MULTI FIBRE CHOCOLATE CLUSTER



JUNIOR BOTTLE – MULTI FIBRE STRAWBERRY CLUSTER



JUNIOR BOTTLE – MULTI FIBRE VANILLA CLUSTER



JUNIOR BOTTLE – MULTI FIBRE NEUTRAL CLUSTER



JUNIOR BOTTLE – ENERGY MULTI FIBRE CLUSTER



JUNIOR COMPACT – MULTI FIBRE CHOCO-CARAMEL CLUSTER



JUNIOR COMPACT – MULTI FIBRE NEUTRAL CLUSTER



JUNIOR COMPACT – MULTI FIBRE STRAWBERRY CLUSTER



JUNIOR MAX – STANDARD



JUNIOR MAX – ENERGY



JUNIOR MAX – MULTI FIBRE



JUNIOR MAX – ENERGY MULTI FIBRE



5

RESTRICTED USES



Fortini

5.1

LABEL REGULATORY RESTRICTIONS



Fortini

LABELS

In different markets, there are regulatory constraints for usage of certain elements. For this purpose, three different variants of these were developed, tailored to different requirements.

Please note that this is just an example. Different markets might have different legal requirements, according to which elements should be specifically adapted by local agencies. Final local materials always need to be approved by both Global Growth Category team and local legal and regulatory parties.





EXAMPLE OF DIFFERENT LEVELS OF RISK WITH DIFFERENT EXECUTIONS

LOW RISK

HIGH RISK

5.2

SPECIFIC COLOR CODES

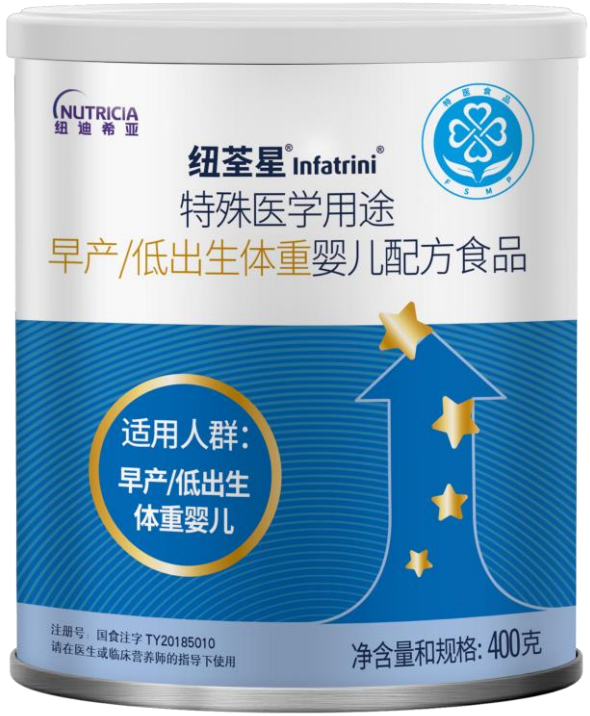


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SPECIFIC COLOR CODES

In different markets there are different color code regulations. In this context, it is possible to make exceptions from the guidelines. Always get in touch with Global Growth Category team for layout changes that would conflict with the guidelines.

CHINA EXAMPLES OF LIGHTER BLUE COLOR EXCEPTION



Infatrini



Fortini Junior

5.3

FLAVOR GUIDED NAVIGATION



Fortini

FLAVOR GUIDED NAVIGATION

In certain markets, it is necessary to give prominence to the flavor of the product.

In this context, an exception is made to change the color of the lower bar, so that it fits the flavor palette. Because it causes an impactful change in the layout, this feature should not be used randomly and should always be approved by Global Growth Category team.

BRAZIL EXAMPLES OF FLAVOR GUIDED NAVIGATION EXCEPTION



6

GLOBAL GROWTH CATEGORY TEAM



Fortini

In case of any questions, comments or approval enquiries please get in touch with Global Growth Category team.



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