



# LOCAL WINE

## Labelling Guide

**The Pinnacle Labelling guide is a valuable tool we would encourage our Suppliers & Design Agencies to utilise when developing packaging for Pinnacle Drinks.**

The aim is for the art submitted to Pinnacle Drinks to be correct first time. Ultimately we all want faster artwork approvals & to avoid costly delays on projects through artwork amendments and revisions.

It is important to note this document is to serve as a guide only. Final artwork must always be approved by Pinnacle Drinks Packaging team, following collaboration with Quality Assurance. This ensures it meets all our corporate, local regulatory and supply chain specific requirements. **Final artwork has to be approved before print production can proceed.**

Thank you once again for your valued support and interest in our business. We do trust that you find this document useful and an enabler in your business getting artwork approved first time.

*The source for most of this information is the Australia New Zealand Food Standards Code.*

### **Food Standards Code**

[www.foodstandards.gov.au](http://www.foodstandards.gov.au)

*The standards in this code are legislative instruments under the Legislative Instruments Act 2003.*

# SINGLE UNIT

## FRONT OF PACK

### 1 BRAND NAME

This is not to be misleading as to the origin, age or identity of the wine. As a guide, if the brand is a real place, fruit should be sourced from that location. Seek Brand & Legal approvals early in process

### 2 VARIETAL (OPTIONAL)

Varietal claims are optional but must meet the content requirements of the country of origin.

### 3 GEOGRAPHICAL INDICATION OR APPELLATION (OPTIONAL)

Geographic indication claims are optional but must meet the content requirements of the country of origin.

### 4 VINTAGE (OPTIONAL)

Vintage claims are optional but must be > 85% if claimed.

### 5 VOLUME STATEMENT (OPTIONAL)

It is optional for the volume statement to be present on the front label. The unit of measure must be represented in mL or L. The text height of the volume statement is dependent upon the package height. Refer to Table 1 below for text height requirements.

### 6 ALCOHOL CONTENT (% ALC/VOL) (OPTIONAL)

This can be stated on the front. If stated use a ALC/VOL format.

## PACK REQUIREMENTS

### 7 VOLUME STATEMENT

The volume statement must be present on the back label. The unit of measure must be represented in mL or L. The text height of the volume statement is dependent upon the package height. Refer to Table 1 below for text height requirements.

It is recommended that the volume statement appears in a single field of vision with the alcohol content statement as well as the standard drinks statement.

### 8 ALCOHOL CONTENT (% ALC/VOL)

This can be stated on the front or back label (or both). Please use a 'ALC/VOL' format.

NOTE: Decimal values must be represented with a decimal point and NOT a European decimal comma.

### 9 STANDARD DRINKS STATEMENT

It is mandatory to declare the number of standard drinks a wine contains. This can be in the form of a statement 'CONTAINS APPROX. X.X STANDARD DRINKS' or the standard drinks wine glass symbol with the correct number inserted. (This symbol has a minimum height requirement of 14 mm and must have a 3mm clear zone).



Refer to Table 2 to calculate the correct standard drinks.

### 10 INFORMATION FOR ALLERGEN SUFFERERS

The presence in a food of any of the substances listed in [Australia New Zealand Food Standards Code](#)

must be declared, when present as -

- (a) an ingredient; or
- (b) an ingredient of a compound ingredient; or
- (c) a food additive or component of a food additive; or
- (d) a processing aid or component of a processing aid.

Allergens which need to be listed include:

- Added sulphites in concentrations of 10 mg/kg or more
- Cereals containing gluten and their products, namely, wheat, rye, barley, oats and spelt and their hybridised strains other than where these substances are present in beer and spirits standardised in Standards 2.7.2 and 2.7.5 respectively

- Crustacea and their products
- Egg and egg products
- Fish and fish products, except for isinglass derived from swim bladders and used as a clarifying agent in beer and wine
- Milk and milk products
- Peanuts and peanut products
- Sesame seeds and sesame seed products
- Soybeans and soybean products
- Tree nuts and tree nut products other than coconut from the fruit of the palm, Cocos Nucifera.
- Nutritional Information tables may also be required on certain products

### 11 COUNTRY OF ORIGIN

This claim must meet Australian Consumer Law as well as the Food Standards Code requirements, a PDF of these requirements can be read at: [Australian Competition & Consumer Commission Australia New Zealand Food Standards Code](#)

NOTE: The country of origin statement claimed on the label shall match what is claimed on the carton.

### 12 COMPANY NAME, ADDRESS AND TELEPHONE NUMBER

For Australian owned Pinnacle brands use the following statement:

<BRAND>  
BOTTLED FOR PINNACLE DRINKS,  
LEVEL 1, 26 WATERLOO ST  
SURRY HILLS NSW 2010, AUSTRALIA  
CONSUMER ENQUIRIES (AUS) 1300 721 920  
[www.pinnacledrinks.com.au](http://www.pinnacledrinks.com.au)

For New Zealand owned Pinnacle brands use the following statement:

<BRAND>  
BOTTLED FOR PINNACLE DRINKS,  
LEVEL 11, 92 ALBERT ST  
AUCKLAND, NEW ZEALAND  
CONSUMER ENQUIRIES  
(NZ) 0800 404 040 (AUS) 1300 721 920  
[www.pinnacledrinks.com.au](http://www.pinnacledrinks.com.au)

For exclusive local brands please use the address of the registered business.

### 13 LOT CODE

Lot identification shall detail, in a clearly legible form identify the lot of a product in question. Where a manufacturer has multiple sites or used multiple production lines, the best before dates are not considered to indicate lot identification.

### 14 BARCODE

It is a Pinnacle Drinks requirement to have all EAN-13 barcodes meet with the minimum GS1 standards listed below:

- Minimum 80% magnification (target 100%)
- Adequate light margins either sides of the bars
- Truncation not recommended

For a full explanation of barcode requirements please click below:

**Packaging & Barcode Specifications**  
[www.wowlink.com.au](http://www.wowlink.com.au)  
[www.gs1au.org](http://www.gs1au.org)

### 15 DRINKWISE LOGO

Pinnacle Drinks has partnered with DRINKWISE Australia to promote responsible drinking habits. For full instructions on how to use the DRINKWISE icons visit the link below:

[www.drinkwise.org.au](http://www.drinkwise.org.au)



NOTE: Minimum quiet zone space = x height of the 'I' in DRINK

Alternative Drinkwise logo formats are available if restricted by available space.

### 16 RECYCLE LOGO

If the container is made of recyclable materials, for example glass, the labelling must display a recycle symbol.



### 17 VARIETAL STATEMENT

Wine should be identified as either:

- Red Wine
- White Wine
- Rosé Wine
- Sparkling Wine

This may be incorporated with the 'Country of Origin' Statement, e.g; 'Red Wine of Australia'.

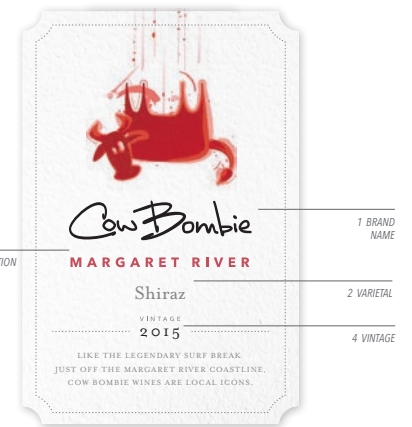
### 18 SPARKLING WINE WARNING

All carbonated/sparkling wines require the following warning statement.

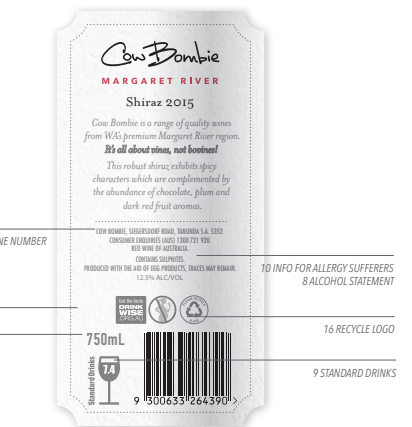
**WARNING: THIS WINE IS STORED UNDER PRESSURE. TAKE CARE NOT TO SCRATCH OR DAMAGE THIS BOTTLE AS IT MAY CAUSE IT TO EXPLODE. TO OPEN, POINT BOTTLE AWAY FROM SELF AND OTHERS. DO NOT USE A CORKSCREW TO REMOVE THE CORK.**

NOTE: Artwork files should be supplied as 100% to scale PDF files. Each component supplied as a separate file.

## FRONT OF PACK EXAMPLE



## BACK OF PACK EXAMPLE



## TABLE 1 VOLUME STATEMENT

Volume statement text height requirements:

MAX. DIMENSIONS OF PRODUCT	MIN. CHARACTER HEIGHT
120mm or under	2.0mm
Over 120mm but not over 230mm	2.5mm
Over 230mm but not over 360mm	3.3mm
Over 360mm	4.8mm

## TABLE 2 STANDARD DRINKS FORMULA

To calculate the Australian standard drinks, please use the following formula:

Volume of container (LITRES)	X	% Alcohol by volume (mL/100mL)	X	0.789 (SPECIFIC GRAVITY OF ETHANOL)	=	Standard Drinks
0.75 (LITRES)	X	12.5 (% ALC/VOL)	X	0.789	=	7.39* STANDARD DRINKS

For example: A 750mL bottle of wine at 12.5% Alc/Vol is calculated as:

\* This would round up to 7.4 Standard Drinks.

NOTE: Products containing less than 10 standard drinks must be rounded to 1 decimal place. Products containing more than 10 standard drinks should be rounded to the nearest whole number.

# PRINTED CARTON

- 1 BRAND NAME**  
To appear all side panels and top of carton.
- 2 PRODUCT DESCRIPTION**  
To appear all side panels and top of carton.
- 3 VOLUME STATEMENT (QUANTITY IN CARTON x VOLUME OF PRODUCT)**  
The unit of measure must be represented in mL or L. For example: 6 x 750mL. The text height of the smallest character must be a minimum text height of 3mm.  
Preferred position is top right hand panel of all 4 side panels.

- 4 ALCOHOL CONTENT (% ALC/VOL)**  
May be printed on carton, inkjetted or a print & apply label applied at bottling.  
NOTE: Decimal values must be represented with a decimal point and NOT a European decimal comma.

- 5 STANDARD DRINKS STATEMENT**  
It is mandatory to declare the number of standard drinks a wine contains. This can be in the form of a statement "EACH BOTTLE CONTAINS APPROX. X.X STANDARD DRINKS" or the standard drinks wine glass symbol with the carton quantity preceding it, for example: 6 x "the wine glass symbol" with the correct number inserted. (This symbol has a minimum height requirement of 14mm and must have a 3mm clear zone).



Refer to Table 2 on Page 2 to calculate the correct standard drinks.  
May be printed on carton, inkjetted or a print & apply label applied at bottling.

- 6 COUNTRY OF ORIGIN**  
This claim must meet Australian Consumer Law as well as the Food Standards Code requirements, a PDF of these requirements can be read at: [Australian Competition & Consumer Commission Australia New Zealand Food Standards Code](#)  
**NOTE:** The country of origin statement claimed on the carton shall match what is claimed on the single unit labelling.

- 7 COMPANY NAME, ADDRESS AND TELEPHONE NUMBER**  
For Australian owned Pinnacle brands use the following statement:  
<BRAND>  
BOTTLED FOR PINNACLE DRINKS,  
LEVEL 11, 92 WATERLOO ST  
SURREY HILLS NSW 2010, AUSTRALIA  
CONSUMER ENQUIRIES (AUS) 1300 721 920  
[www.pinnaclebrands.com.au](http://www.pinnaclebrands.com.au)

For New Zealand owned Pinnacle brands use the following statement:  
<BRAND>  
BOTTLED FOR PINNACLE DRINKS,  
LEVEL 11, 92 ALBERT ST  
AUCKLAND, NEW ZEALAND  
CONSUMER ENQUIRIES  
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[www.pinnaclebrands.com.au](http://www.pinnaclebrands.com.au)  
For exclusive local brands please use the address of the registered business.

- 8 INFORMATION FOR ALLERGEN SUFFERERS**  
The presence in a food of any of the substances listed in [Australia New Zealand Food Standards Code](#) must be declared, when present as -

- (a) an ingredient; or
  - (b) an ingredient of a compound ingredient; or
  - (c) a food additive or component of a food additive; or
  - (d) a processing aid or component of a processing aid.
- Allergens which need to be listed include:
- Added sulphites in concentrations of 10 mg/kg or more
  - Cereals containing gluten and their products, namely, wheat, rye, barley, oats and spelt and their hybridised strains other than where these substances are present in beer and spirits standardised in Standards 2.7.2 and 2.7.5 respectively
  - Crustacea and their products
  - Egg and egg products
  - Fish and fish products, except for isinglass derived from swim bladders and used as a clarifying agent in beer and wine
  - Milk and milk products
  - Peanuts and peanut products
  - Sesame seeds and sesame seed products
  - Soybeans and soybean products
  - Tree nuts and tree nut products other than coconut from the fruit of the palm, *Cocos Nucifera*.

- 9 LOT CODE**  
Lot identification shall detail, in a clearly legible form identify the lot of a product in question. Where a manufacturer has multiple sites or used multiple production lines, the best before dates are not considered to indicate lot identification.  
The lot code must be printed on carton or inkjetted/printed label at bottling.

- 10 BARCODE**  
Our distribution network is able to scan ITF-14, GS1-128 and EAN-13 barcode symbologies.  
**However, only EAN-13 barcodes will allow retail carton sales in all of our retail outlets.**  
**EAN-13**  
Barcode size 150-200% for all printed cartons.  
Barcodes need to be on a minimum of two (2) adjacent sides to proceed through our distribution network.  
For a full explanation of barcode requirements please click on this link:

**Packaging & Barcode Specifications**  
[www.wowlink.com.au](http://www.wowlink.com.au)  
[www.gs1au.org](http://www.gs1au.org)

- 11 DRINKWISE LOGO**  
Pinnacle Drinks has partnered with DRINKWISE Australia to promote responsible drinking habits. For full instructions on how to use the DRINKWISE icons visit the link below:  
[www.drinkwise.org.au](http://www.drinkwise.org.au)



NOTE: Minimum quiet zone space = x height of the 'I' in DRINK

**DRINKWISE**  
[www.drinkwise.org.au](http://www.drinkwise.org.au)

- 12 RECYCLE LOGO**  
A recycling symbol should be used on the packaging to identify the structure for recycling.



- 13 GROSS WEIGHT OF CARTON**  
(a) Safety: The Gross Weight is required to be displayed on two adjacent sides, and the top of the carton.  
(b) If the Gross Weight of the carton exceeds 10kg a CAUTION LIFT symbol must be displayed on all six sides of the carton, preferably on the top right corner of the panel with the Gross Weight underneath.



**NOTE:** Decimal values must be represented with a decimal point and **NOT** a European decimal comma. If the gross weight exceeds 16kg, a risk assessment will need to be conducted prior to the product being accepted into our Distribution Centres.

- 14 VARIETAL STATEMENT**  
Wine should be identified as either:
  - Red Wine
  - White Wine
  - Rosé Wine
  - Sparkling Wine
This may be incorporated with the 'Country of Origin' Statement, e.g; 'Red Wine of Australia'.

- 15 SPARKLING WINES WARNING**  
All carbonated/sparkling wines require the following warning statement.  
**WARNING: BOX CONTAINS BOTTLED WINE STORED UNDER PRESSURE. TAKE CARE NOT TO SCRATCH BOTTLE DO NOT USE SHARP OBJECTS TO OPEN THIS BOX.**

**NOTE:** Artwork files should be supplied as 100% to scale PDF files. Each component supplied as a separate file.

# PRINTED CARTON EXAMPLE

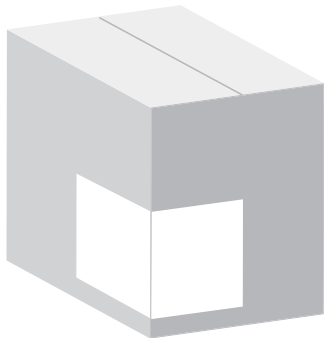


# CARTON LABEL (IF REQUIRED)

A "Print and Apply" label can be used on existing cartons to display missing mandatory information. The label will need to be on a minimum of two adjacent vertical sides to proceed through our distribution network.



OR



## 1 BRAND NAME

To appear all side panels and top of carton.

## 2 PRODUCT DESCRIPTION

To appear all side panels and top of carton.

## 3 VOLUME STATEMENT (QUANTITY IN CARTON x VOLUME OF PRODUCT)

The unit of measure must be represented in mL or L. For example: 6 x 750mL. The text height of the smallest character must be a minimum text height of 3mm.

## 4 ALCOHOL CONTENT (% ALC/VOL)

May be printed on carton, inkjetted or a print & apply label applied at bottling

NOTE: Decimal values must be represented with a decimal point and NOT a European decimal comma.

## 5 STANDARD DRINKS STATEMENT

It is mandatory to declare the number of standard drinks a wine contains. This can be in the form of a statement "EACH BOTTLE CONTAINS APPROX. X.X STANDARD DRINKS" or the standard drinks wine glass symbol with the carton quantity preceding it, for example: 6 x "the wine glass symbol" with the correct number inserted. This symbol has a minimum height requirement of 14 mm and must have a 3mm clear zone.



Refer to Table 1 on Page 2 to calculate the correct standard drinks.

May be printed on carton, inkjetted or a print & apply label applied at bottling

## 6 COUNTRY OF ORIGIN

This claim must meet Australian Consumer Law as well as the Food Standards Code requirements, a PDF of these requirements can be read at:

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NOTE: The country of origin statement claimed on the carton shall match what is claimed on the single unit labelling and the multi-pack.

## 7 COMPANY NAME, ADDRESS AND TELEPHONE NUMBER

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- (b) an ingredient of a compound ingredient; or
- (c) a food additive or component of a food additive; or
- (d) a processing aid or component of a processing aid.

Allergens which need to be listed include:

Added sulphites in concentrations of 10 mg/kg or more  
Cereals containing gluten and their products, namely, wheat, rye, barley, oats and spelt and their hybridised strains other than where these substances are present in beer and spirits standardised in Standards 2.7.2 and 2.7.5 respectively  
Crustacea and their products

Egg and egg products  
Fish and fish products, except for isinglass derived from swim bladders and used as a clarifying agent in beer and wine  
Milk and milk products  
Peanuts and peanut products  
Sesame seeds and sesame seed products  
Soybeans and soybean products  
Tree nuts and tree nut products other than coconut from the fruit of the palm, Cocos Nucifera.

Nutritional Information tables may also be required on certain products.

May be printed on carton, inkjetted or a print & apply label applied at bottling.

## 9 LOT CODE

form identify the lot of a product in question. Where a manufacturer has multiple sites or used multiple production lines, the best before dates are not considered to indicate lot identification.

The lot code must be printed on carton or inkjetted/print label at bottling.

## 10 BARCODE

Our distribution network is able to scan ITF-14, GS1-128 and EAN-13 barcode symbologies.

However, only EAN-13 barcodes will allow retail carton sales in all of our retail outlets.

### EAN-13

Barcode size should be 150-200% for all printed cartons. Barcodes need to be on a minimum of two (2) adjacent sides to proceed through our distribution network.

For a full explanation of barcode requirements please click on links below:

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[www.wowlink.com.au](http://www.wowlink.com.au)  
[www.gs1au.org](http://www.gs1au.org)

## 11 DRINKWISE LOGO

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**DRINKWISE**  
[www.drinkwise.org.au](http://www.drinkwise.org.au)



NOTE: Minimum quiet zone space = x height of the 'I' in DRINK

## 12 RECYCLE LOGO

A recycling symbol should be used on the packaging to identify the structure for recycling.



## 13 GROSS WEIGHT OF CARTON

- (a) Safety: The Gross Weight is required to be displayed on two adjacent sides, and the top of the carton.
- (b) If the Gross Weight of the carton exceeds 10kg a CAUTION LIFT symbol must be displayed on all six sides of the carton.



NOTE: Decimal values must be represented with a decimal point and NOT a European decimal comma. If the gross weight exceeds 16kg, a risk assessment will need to be conducted prior to the product being accepted into our Distribution Centres.

## 14 VARIETAL STATEMENT

Wine should be identified as either:

- Red Wine
- White Wine
- Rosé Wine
- Sparkling Wine

This may be incorporated with the 'Country of Origin' Statement, e.g; 'Red Wine of Australia'.

## 15 SPARKLING WINES WARNING

All carbonated/sparkling wines require the following warning statement.

**WARNING: BOX CONTAINS BOTTLED WINE STORED UNDER PRESSURE. TAKE CARE NOT TO SCRATCH BOTTLE DO NOT USE SHARP OBJECTS TO OPEN THIS BOX.**

NOTE: Artwork files should be supplied as 100% to scale PDF files. Each component supplied as a separate file.

# CARTON LABEL EXAMPLE

	<b>ABCDEFG ESTATE</b> <b>CABERNET SAUVIGNON</b>	1 BRAND NAME
3 VOLUME STATEMENT	6 x 750mL	2 PRODUCT DESCRIPTION
4 ALCOHOL CONTENT	12.5% ALC/VOL	
5 STANDARD DRINKS	Each bottle contains approximately 7.4 Standard Drinks	
14 VARIETAL STATEMENT	Red Wine of XXXXXX	6 COUNTRY OF ORIGIN
8 ALLERGEN INFO	Contains Sulphites. Produced with the aid of milk and egg products and traces may remain.	
	Produced For: Pinnacle Drinks, Level 1, 26 Waterloo Street, Surry Hills NSW 2010 Australia Consumer Enquiries (AUS) 1300 721 920	7 COMPANY NAME, ADDRESS & TELEPHONE NUMBER
	Lot Code: 31032010EC	9 LOT CODE
13 GROSS WEIGHT	Gross Weight: 10.5kg	
11 DRINKWISE LOGO		12 RECYCLE LOGO
CAUTION LIFT SYMBOL		10 BARCODE

## WINE LABEL CHECKLIST

<u>DESCRIPTION</u>	<u>CHECKED</u>
<b>FRONT OF LABEL</b>	
1 BRAND NAME	<input type="checkbox"/>
2 VARIETAL (OPTIONAL)	<input type="checkbox"/>
3 GEOGRAPHICAL INDICATION OR APPELLATION (OPTIONAL)	<input type="checkbox"/>
4 VINTAGE (OPTIONAL)	<input type="checkbox"/>
5 VOLUME STATEMENT (OPTIONAL)	<input type="checkbox"/>
6 ALCOHOL CONTENT (OPTIONAL)	<input type="checkbox"/>
<b>BACK OF LABEL</b>	
7 VOLUME STATEMENT	<input type="checkbox"/>
8 ALCOHOL CONTENT	<input type="checkbox"/>
9 STANDARD DRINKS STATEMENT	<input type="checkbox"/>
10 ALLERGENS	<input type="checkbox"/>
11 COUNTRY OF ORIGIN	<input type="checkbox"/>
12 COMPANY NAME, ADDRESS & TELEPHONE & WEBSITE	<input type="checkbox"/>
13 LOT CODE	<input type="checkbox"/>
14 BARCODE	<input type="checkbox"/>
15 DRINKWISE LOGO	<input type="checkbox"/>
16 RECYCLE LOGO	<input type="checkbox"/>
17 VARIETAL STATEMENT	<input type="checkbox"/>
18 SPARKLING WINE WARNING	<input type="checkbox"/>

## CARTON/CARTON LABEL CHECKLIST

<u>DESCRIPTION</u>	<u>CHECKED</u>
1 BRAND NAME	<input type="checkbox"/>
2 PRODUCT DESCRIPTION	<input type="checkbox"/>
3 VOLUME STATEMENT (QTY/CARTON x VOLUME OF PRIMARY)	<input type="checkbox"/>
4 ALCOHOL CONTENT	<input type="checkbox"/>
5 STANDARD DRINKS STATEMENT	<input type="checkbox"/>
6 COUNTRY OF ORIGIN	<input type="checkbox"/>
7 COMPANY NAME, ADDRESS & TELEPHONE NUMBER	<input type="checkbox"/>
8 ALLERGENS	<input type="checkbox"/>
9 LOT CODE	<input type="checkbox"/>
10 BARCODE	<input type="checkbox"/>
11 DRINKWISE LOGO	<input type="checkbox"/>
12 RECYCLE LOGO	<input type="checkbox"/>
13 GROSS WEIGHT OF CARTON	<input type="checkbox"/>
14 VARIETAL STATEMENT	<input type="checkbox"/>
15 SPARKLING WINE WARNING	<input type="checkbox"/>

## SUBMISSION CHECKLIST

1 FRONT LABEL 100% TO SCALE PDF FILE	<input type="checkbox"/>
2 BACK LABEL 100% TO SCALE PDF FILE	<input type="checkbox"/>
3 CARTON ARTWORK AND/OR CARTON STICKER 100% TO SCALE PDF FILE	<input type="checkbox"/>
4 SUPPLIER SPECIFICATION SUBMISSION	<input type="checkbox"/>