Editing of combined health warnings on smoked tobacco packaging

November 2015

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Introduction

This document is intended to assist when discussing with Member States the layout and design of combined health warnings (CHW) on tobacco products for smoking, according to the Tobacco Products Directive 2014/40/EU (TPD) and Commission Implementing Decision (EU) 2015/1842 on the technical specifications for combined health warnings.

The three sets of images used in the combined health warnings are copyright of the European Union.

This document has no legal status.

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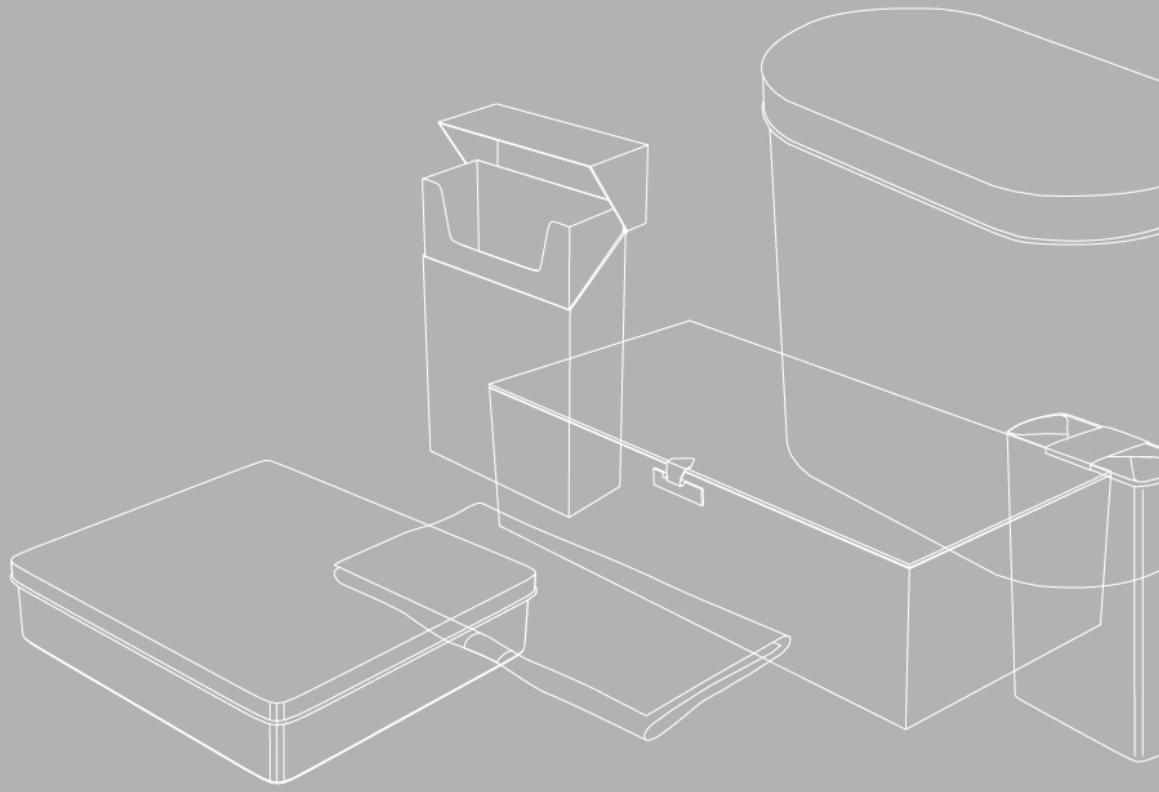
BUTCHER & GUNDERSEN

Combined health warnings:
Design style

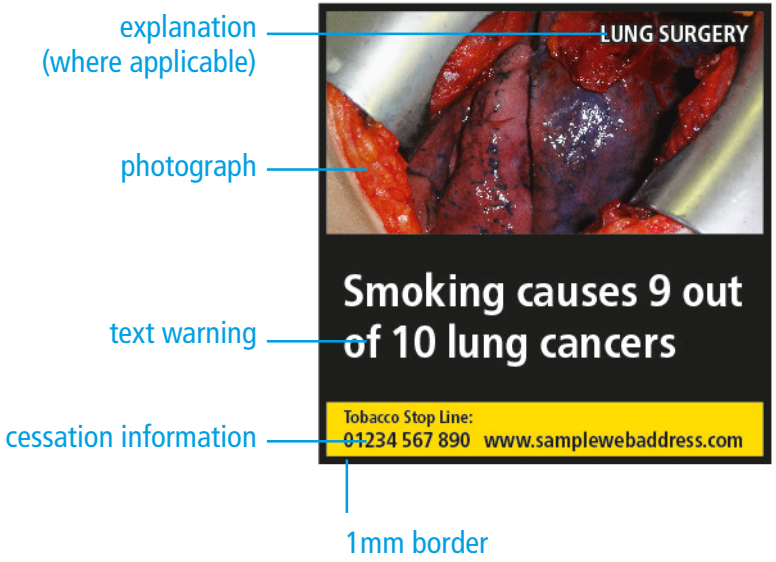


Content and colours

Content

Combined health warnings must contain:

- One of the 14 **text warnings**
- Corresponding **photograph** (three sets of images per text warning, to be rotated on an annual basis)
- For two specific photographs, as shown in Annex II of the TPD, an **explanation** also appears alongside the image
- Smoking **cessation information** such as telephone number, email address &/or website
- A **border** of 1mm that sits inside the edge of the warning area



Colours

- Photographs should print in CMYK
- Text warnings print/reverse out as white text on a black panel; for regions with multiple languages, the first language should print in white, the second in warm yellow and the third (if applicable) in white
- Cessation information prints as black text on a warm yellow panel
- The 1mm border prints in black

Typography

The typeface for the combined warnings is **Neue Frutiger Condensed Bold.** No other versions or weights of the Frutiger typeface should be used for any part of the text warning or cessation information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@%&

Text warning

- The text warning should be in a uniform type size and scaled to fill the panel as much as possible, but allowing for an indentation of at least 2mm (inside the border, where applicable), from all sides.
- Text warnings can be split across one, two, three, four or five lines, depending on what works best for the language and to fill the panel.

Line spacing/Leading: Type should be set on leading that is 2pt larger than the font size (eg font size 12pt, line spacing 14pt).

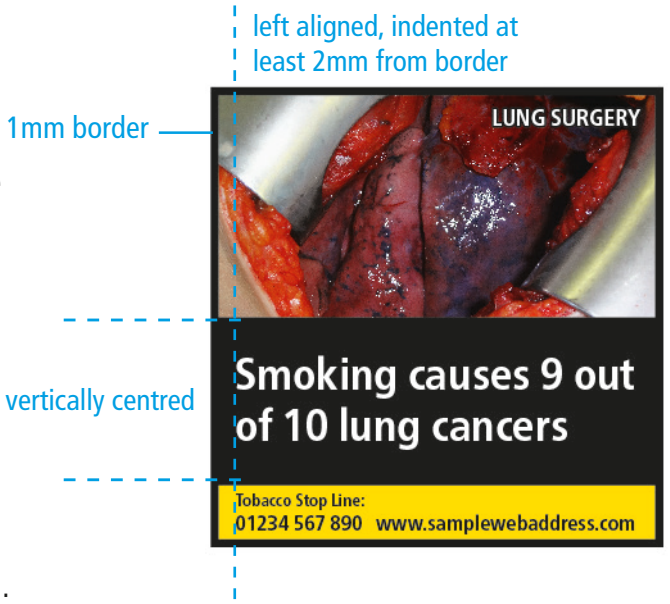
Minimum type size: 6pt.

Letter spacing: Standard letter spacing should be used.

Alignment/Indentation: Text should be left aligned and centred vertically within its panel. Text should be indented at least 2mm inside the border from the left edge and a minimum of 2mm indentation should be retained to the top, bottom and right edges.

Case and hyphenation: Text should be set in upper and lower case, in accordance with Annex I of the TPD. Hyphens should be avoided unless a language characteristic requires it or in extreme cases where the text warning would have to be significantly reduced to avoid hyphenation in narrow formats.

Exceptions: For warnings on the front of flip-top packs where multiple languages are required, or for products other than cigarettes, roll your own and waterpipe tobacco, where minimum type size &/or line spacing requirements are not possible to achieve, sizes may be reduced, providing that the text is legible when printed and not distorted. In all other instances, the specifications above should be followed.

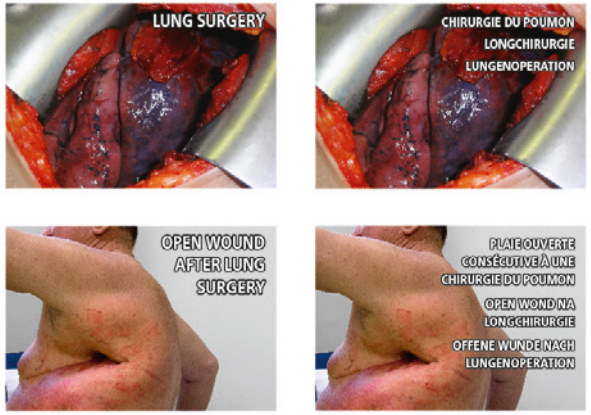


Typography continued

Explanation

- Explanation text only applies to these two photographs, as shown in Annex II of the TPD. For countries with multiple languages, the explanation should appear in each language, as shown here.
- Where required, explanations should appear in white and in UPPER CASE. A black keyline should be added to the text to help with legibility on the photograph.

Minimum type size: 5pt



Cessation information

- Cessation information should be sized to fill the warm yellow panel as much as possible, but allowing for an indentation of at least 1mm (inside the border), from the left and right edges.
- Layout of cessation information will depend on regional requirements, but the focus should be on the actual contact details (telephone number, web address etc).

Line spacing/Leading: Type should be set on leading that is 1pt to 2pt larger than the font size (eg font size 8pt, line spacing could be 9.5pt).

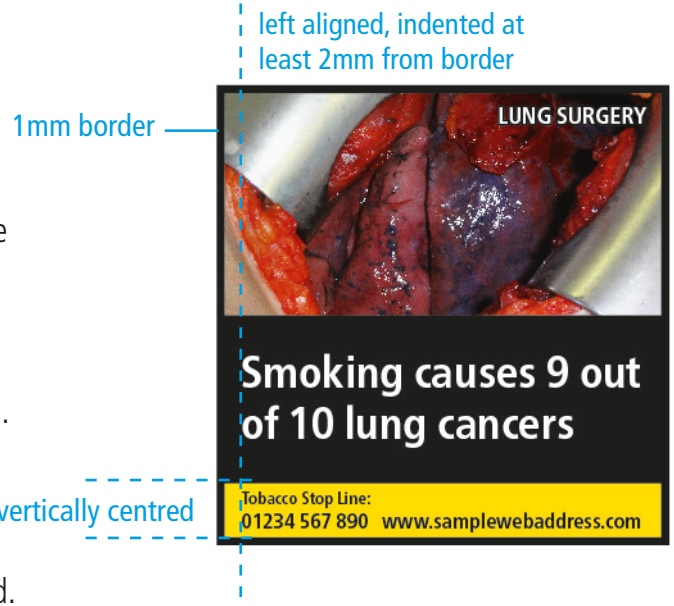
Minimum type size: 5pt.

Letter spacing: Standard letter spacing should be used.

Alignment/Indentation: Text should be left aligned and centred vertically within its panel. Text should be indented at least 1mm from the left and right edges, inside the border. Clear space should be left around text at the top and bottom of the panel.

Icons: If applicable, icons/logos can be included, providing they are part of the cessation information and they can be printed at a size that is legible. Logos/icons should be printed in black on the warm yellow panel.

Exceptions: For warnings on the front of flip-top packs where multiple languages are required, or for products other than cigarettes, roll your own and waterpipe tobacco, where minimum type size &/or line spacing requirements are not possible to achieve, sizes may be reduced, providing that the text is legible when printed and not distorted. In all other instances, the specifications above should be followed.



Typography: dos & don'ts

Don't use hyphens or ampersands, unless a language characteristic requires it, or in extreme cases where the text warning would have to be significantly reduced to avoid hyphenation in narrow formats

Don't make text too small, or too close to the edge of the panel. Don't top align, base align, right align or centre text

For multiple language versions – don't use languages too close together or too far apart. Don't use different type sizes

Design style:

Imagery

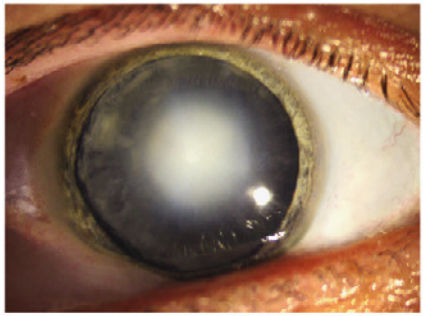
There are 42 photographs in total, each of which relates to one of the 14 warning messages (three images per warning message which are rotated annually).

- Technical files have been supplied for each of the 42 photographs, illustrated across four key shapes. This document also shows examples for the correct placement and crop of the images illustrated across five shapes (see pages 26 to 39)
- Where possible, the examples provided should be followed for the placement of photographs, however if the image needs to be adapted, the following rules apply:

  Cropping: photographs should not be cropped too close in or too far away from the focal point of the image

  Scaling: where necessary, photographs must be scaled in proportion and not stretched or condensed

  Retouching: photos must not be retouched or backgrounds extended. Colours should not be adjusted and effects should not be applied



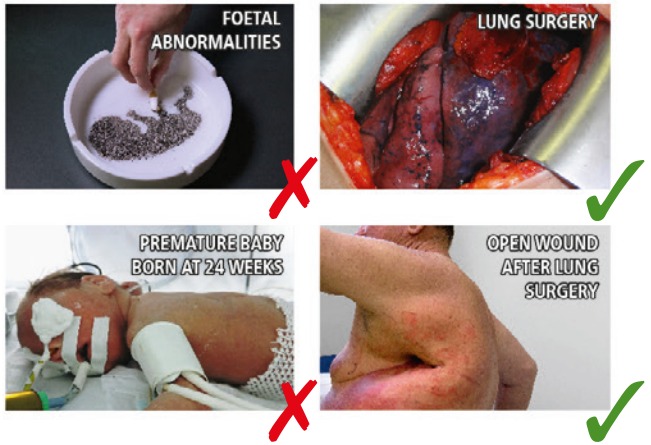
Imagery: dos & don'ts

Don't crop photographs too tightly or leave too much empty space. The focal point of the image must always be central

Don't use any photograph other than the one specified for that text warning (and the correct set)

Don't stretch or condense the photograph, adjust the colour or add any effects

Don't add an explanation to any photograph, other than the two shown in Annex II



Print quality

Combined health warnings should be reproduced at the best quality possible for the substrate and print method.

- Photographs and text must be clear and legible, without distortion
- Combined health warnings must be printed in CMYK and reproduced at a minimum of 300dpi when printed at full size
- Where possible, a minimum of 155 lines per inch should be achieved

Technical files: have been created as vector graphics in Adobe Illustrator, with linked TIFF images and live text*. Technical files are supplied in four different shapes/sizes.

Warning photographs: are supplied as flattened Photoshop TIFF files at a minimum of 300dpi. Images have been saved using the 'ISO Coated v2 300% (ECI)' Photoshop profile, without compression.

** Please note that due to licensing, the Neue Frutiger Condensed Bold typeface has not been supplied and will need to be purchased as required*

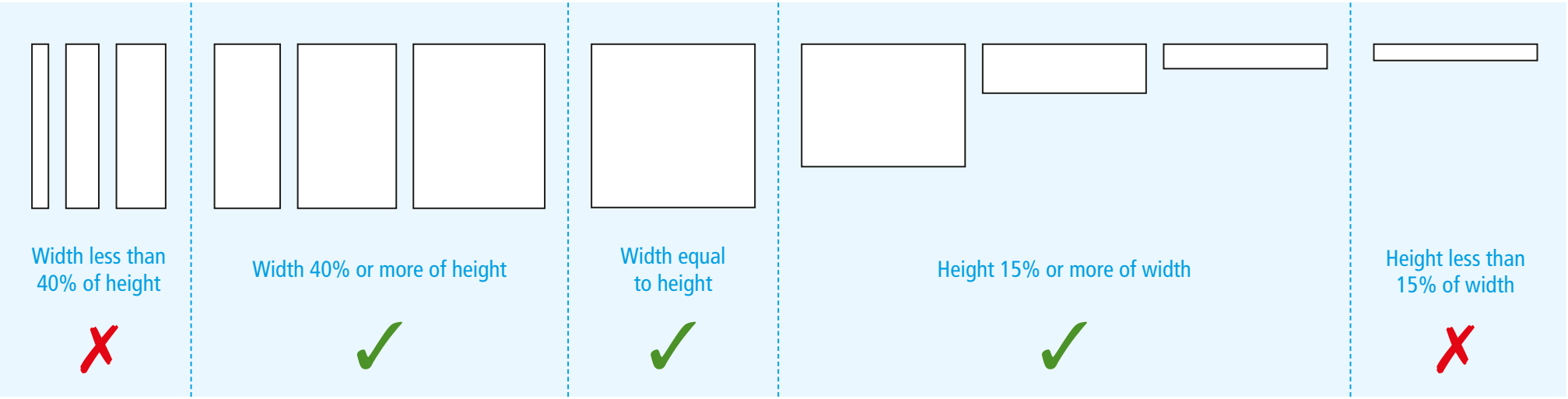
Design style:

Warning shapes

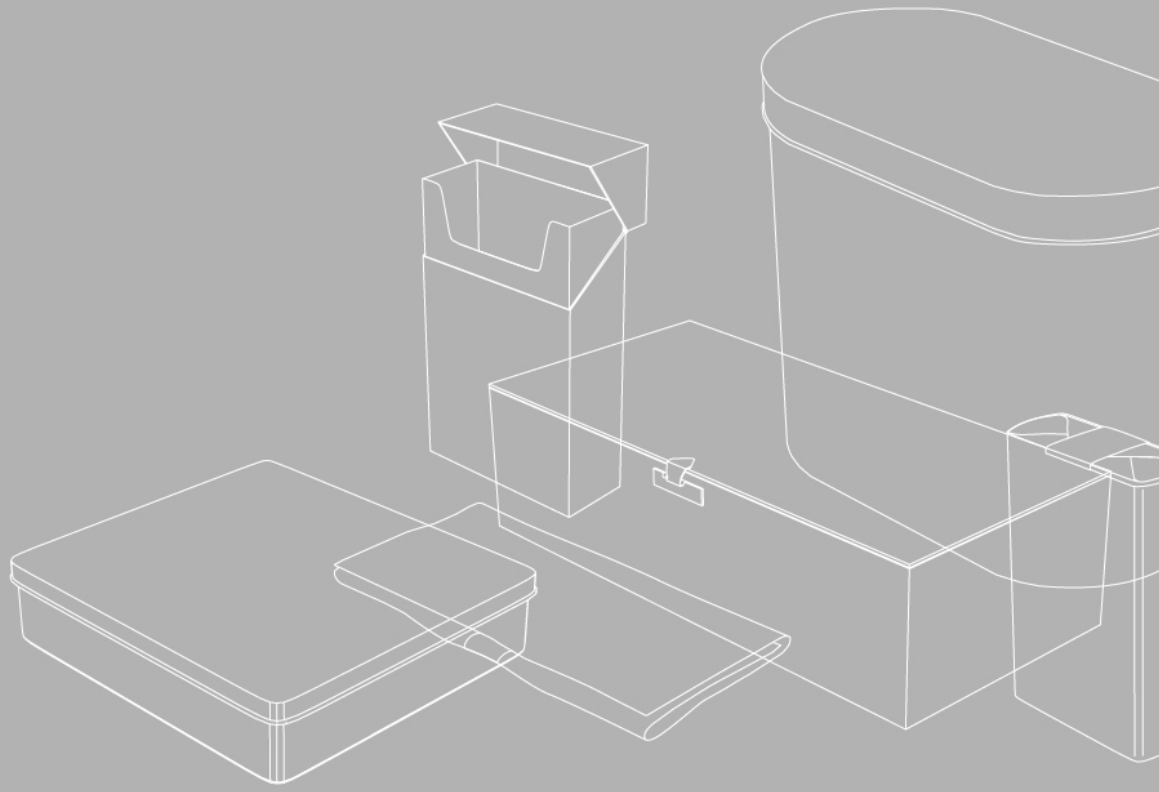
- Warnings must be **65% of both the external front and back surface** of a unit packet and any outside packaging
- Warnings must be **square or rectangular** in shape, with **square corners**
- Warnings must **follow the direction of branding** or any other information on that surface

Proportions of warnings:

- For warnings that are **taller than they are wide (portrait)**, the width must be at least 40% of the height to avoid distortion of the warning
- For warnings that are **wider than they are tall (landscape)**, the height must be at least 15% of the width of the height to avoid distortion of the warning



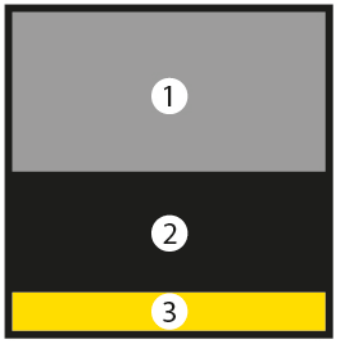
Combined health warnings:
Layouts



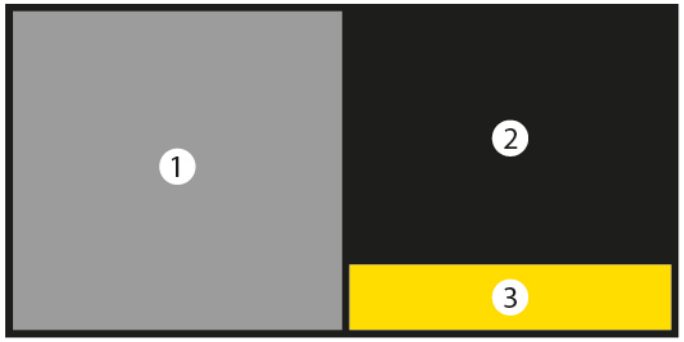
Core layouts

There are two core layouts for combined health warnings.
In both cases, the photograph is the primary focus and fills 50% of the warning:

Layout A: Stacked – where the photograph is positioned above the text warning and cessation information



Layout B: Side-by-side – where the photograph is positioned to the left of the text warning and cessation information



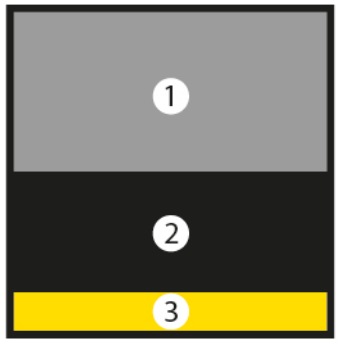
1 = photograph
2 = text warning panel
3 = cessation information panel

Core layouts continued

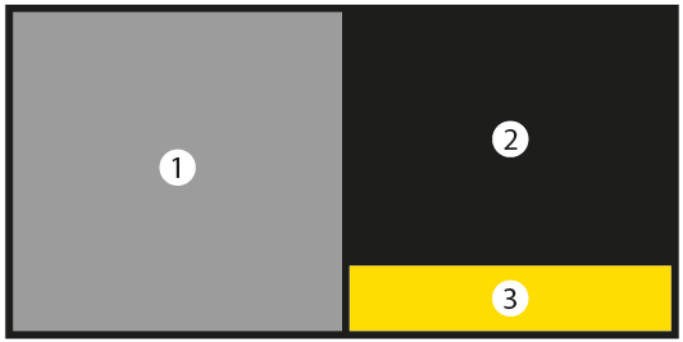
Selecting the correct layout:

The shape of the warning will determine which layout should be used. In general, the following rules apply, though there are exceptions*:

- **Flip-top packs:** use Layout A: Stacked (see exceptions* for the front of flip-top packs)
- **For all other pack types**:
  - for warnings that are **square** in shape, use Layout A: Stacked
  - for warnings that are **taller than they are wide (portrait)**, use Layout A: Stacked
  - for warnings that are **wider than they are tall (landscape)**, Layout B: Side-by-side or Layout A: Stacked can be used, depending on the proportions of the shape*



Layout A: Stacked



Layout B: Side-by-side

1 = photograph
2 = text warning panel
3 = cessation information panel

** See page 16 for exceptions and then use the **layout selector** on page 17 to check the format that should be used, depending on the shape of your warning*

Layout exceptions

Layout exceptions* must ONLY be used in the following circumstances…

Exception 1: Extra wide landscape warnings

- For landscape shaped warnings, where the height is only 15-20% of the width, the photograph is still positioned to the left of the warning, but only fills 35% of the warning area, to allow for clarity of the image and space for warning text
- In these instances, use Layout C: Side-by-side (extra wide)

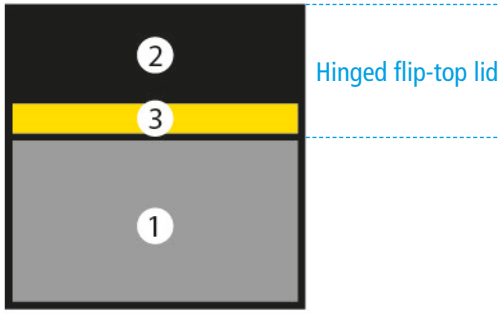
Layout C: Side-by-side (extra wide)

Exception 2: Flip-top packs (front faces)

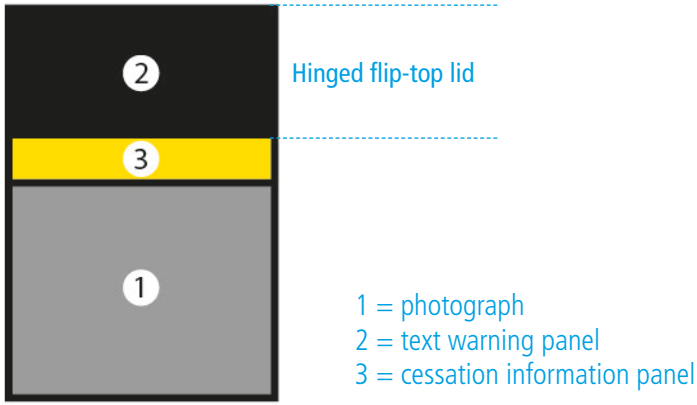
To ensure that the photograph fills 50% of the warning, without being split when the pack is opened, a different layout may need to be used for combined health warnings on the front of flip-top packs:

For the front of unit packs where the flip-top lid is too small to accommodate a 50% image at the top without it being split:

- The photograph should be positioned **below** the text warning and cessation information, on the main body of the pack, rather than the lid
- Because the size and shape of flip-top packs differ and therefore the warning shapes will vary, the proportions of the main elements will need to change. Depending on the dimensions of the warning shape and the depth of the lid, the cessation information panel will either sit:
  - **within** the lid area – see Layout D: Stacked (reversed 1)
  - **below** the lid, on the main body of the pack – see Layout E: Stacked (reversed 2)



Layout D: Stacked (reversed 1)



Layout E: Stacked (reversed 2)

** Use the **layout selector** on page 17 to check the format that should be used, depending on the shape of your warning*

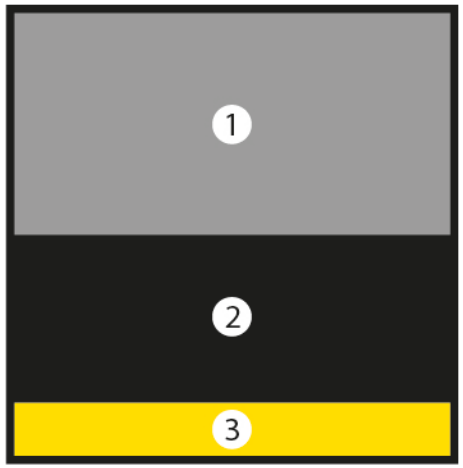
Layout selector: which layout to use

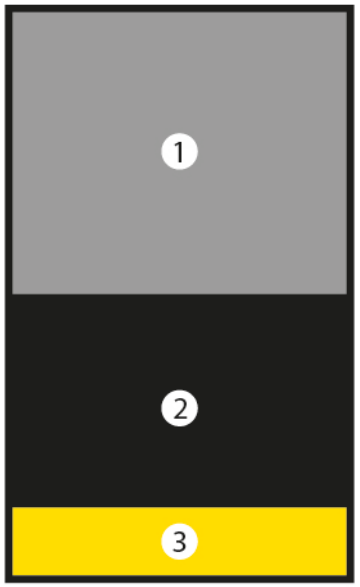
	Core layouts		Exception layouts		
	Layout A: Stacked	**Layout B:** Side-by-side	**Layout C:** Side-by-side (extra wide)	**Layout D:** Stacked (reversed 1)	**Layout E:** Stacked (reversed 2)
Flip-top pack types:					
Front face (where the lid is large enough to accommodate a 50% image, without being split)	✓	-	-	-	-
Front face (where the lid is too small to accommodate a 50% image, without being split)	-	-	-	✓*	✓*
Back face	✓	-	-	-	-
All **other** pack types:					
Portrait warning shapes:					
Width **40% to 100%** of height	✓	-	-	-	-
Square warning shapes:					
Width **equal** to height	✓	-	-	-	-
Landscape warning shapes:					
Height **15% to 20%** of width	-	-	✓	-	-
Height **more than 20% but less than 65%** of width	-	✓	-	-	-
Height **65% to 70%** of width	✓*	✓*	-	-	-
Height **more than 70%** of width	✓	-	-	-	-

** in these cases, either format can be used, providing the elements of the combined health warning remain fully visible and are not distorted*

Layout A: Stacked

Balance of photograph, text warning and cessation information panel:





1 = photograph
2 = text warning panel
3 = cessation information panel

- The photograph sits at the top of the warning shape, above the black text warning panel; the yellow cessation information panel sits at the base of the warning shape
- The whole warning shape is surrounded by a 1mm black border that sits inside the edge of the warning shape
- The warning shape is divided into three areas:

  Photograph: 50% of the warning shape

  Text warning panel: 38% of the warning shape

  Cessation information panel: 12% of the warning shape

All percentages should be calculated based on the dimensions of the warning shape **inside** of the outer 1mm black border

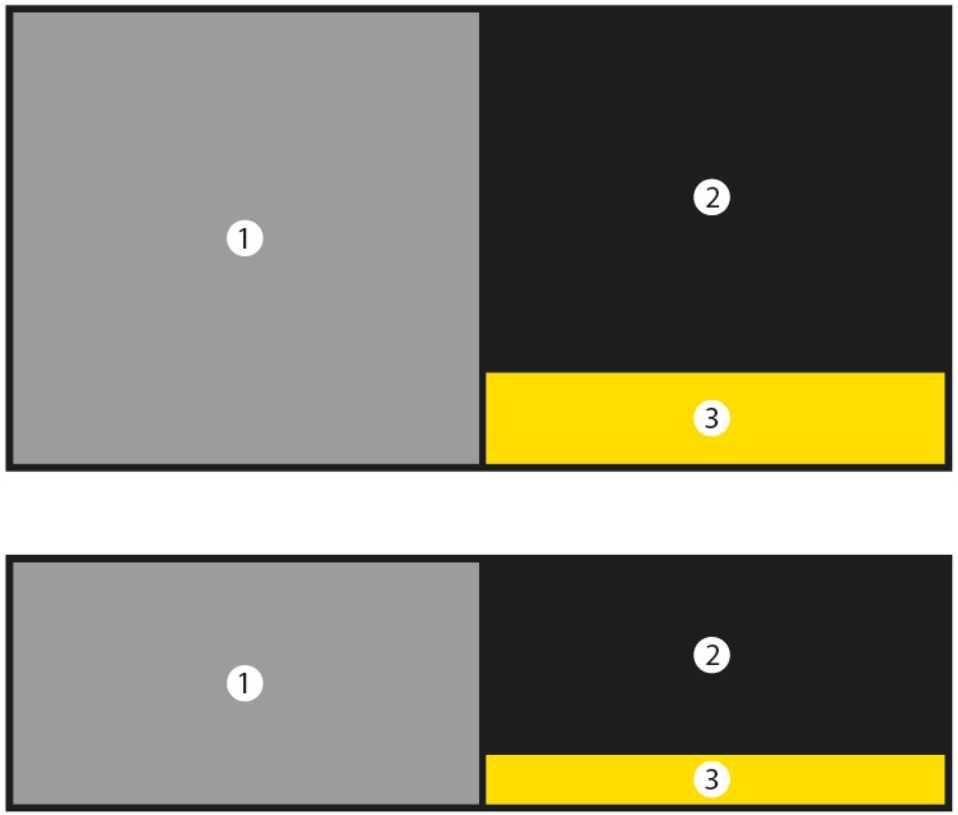
Exception: For flip-top packs only, where the lid area is larger than 50% of the warning shape, meaning the text warning would be split when the pack is opened, the proportions of the warning shape may change:

- **Photograph:** at least 50% of the warning shape and sit in its entirety on the hinged lid
- **Text warning panel:** at least 30% of the warning shape
- **Cessation information panel:** 10-12% of the warning shape

All percentages should be calculated based on the dimensions of the warning shape **inside** of the outer 1mm black border

Layout B: Side-by-side

Balance of photograph, text warning and cessation information panel:



1 = photograph
2 = text warning panel
3 = cessation information panel

- The photograph sits to the left of the warning shape; the black text warning panel sits above the yellow cessation information panel, to the right of the warning shape
- The whole warning shape is surrounded by a 1mm black border that sits inside the edge of the warning shape
- A black 1mm keyline inside the yellow panel divides the cessation information and the photograph
- The warning shape is divided into three areas:

  Photograph: 50% of the warning shape

  Text warning panel: 40% of the warning shape

  Cessation information panel: 10% of the warning shape

All percentages should be calculated based on the dimensions of the warning shape **inside** of the outer 1mm black border

Layout C: Side-by-side (extra wide)

Balance of photograph, text warning and cessation information panel:

1 = photograph
2 = text warning panel
3 = cessation information panel

- The photograph sits to the left of the warning shape; the black text warning panel sits above the yellow cessation information panel, to the right of the warning shape
- The whole warning shape is surrounded by a 1mm black border that sits inside the edge of the warning shape
- A black 1mm keyline inside the yellow panel divides the cessation information and the photograph
- The warning shape is divided into three areas:

  Photograph: 35% of the warning shape

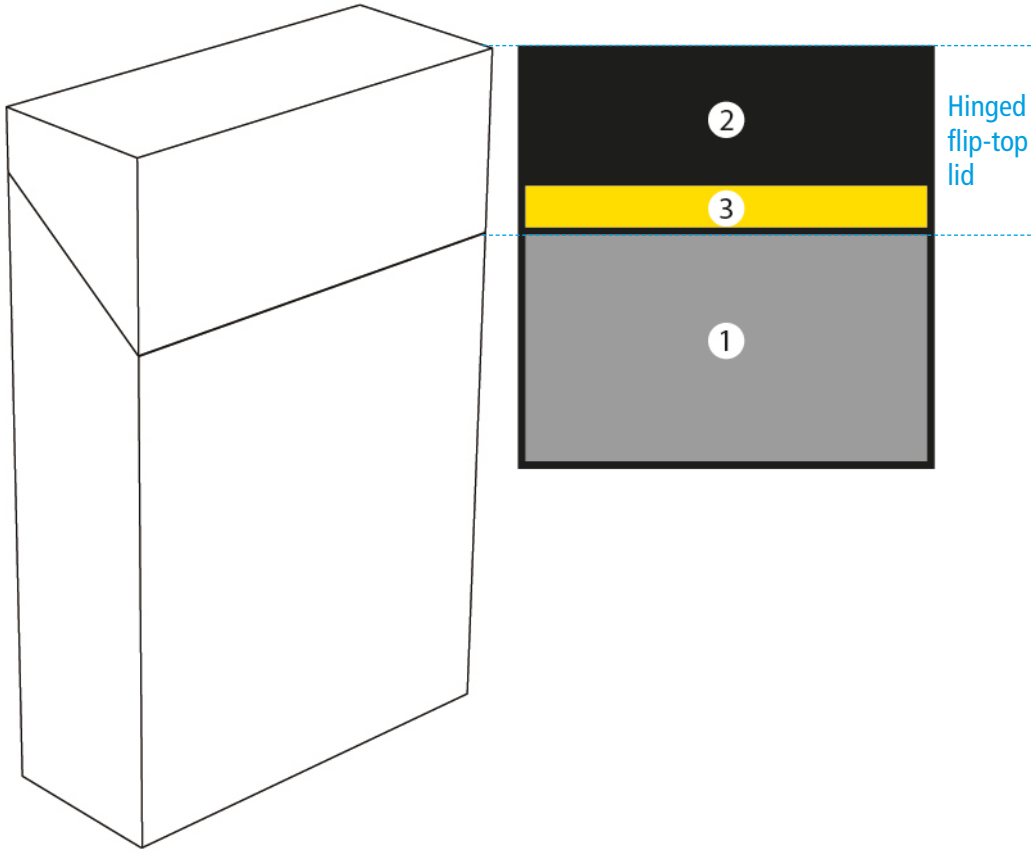
  Text warning panel: 50% of the warning shape

  Cessation information panel: 15% of the warning shape

All percentages should be calculated based on the dimensions of the warning shape **inside** of the outer 1mm black border

Layout D: Stacked (reversed 1)

Balance of photograph, text warning and cessation information panel:



1 = photograph
2 = text warning panel
3 = cessation information panel

- The photograph sits at the bottom of the warning shape, below the lid; the black text warning panel and yellow cessation information panel sit on the hinged lid
- The whole warning shape is surrounded by a 1mm black border that sits inside the edge of the warning shape
- A black 1mm keyline inside the yellow panel divides the cessation information panel and the photograph

Because flip-top packs differ in size and shape, the proportions of the main elements will need to change to ensure that no elements are split when the pack is opened

The warning shape is divided into three areas and the following rules must apply:

- **Photograph** must be at least 50% of the warning shape, not including any borders; the image must sit in its entirety on the main body of the pack
- **Text warning panel and cessation information panel** must sit in their entirety on the hinged lid:

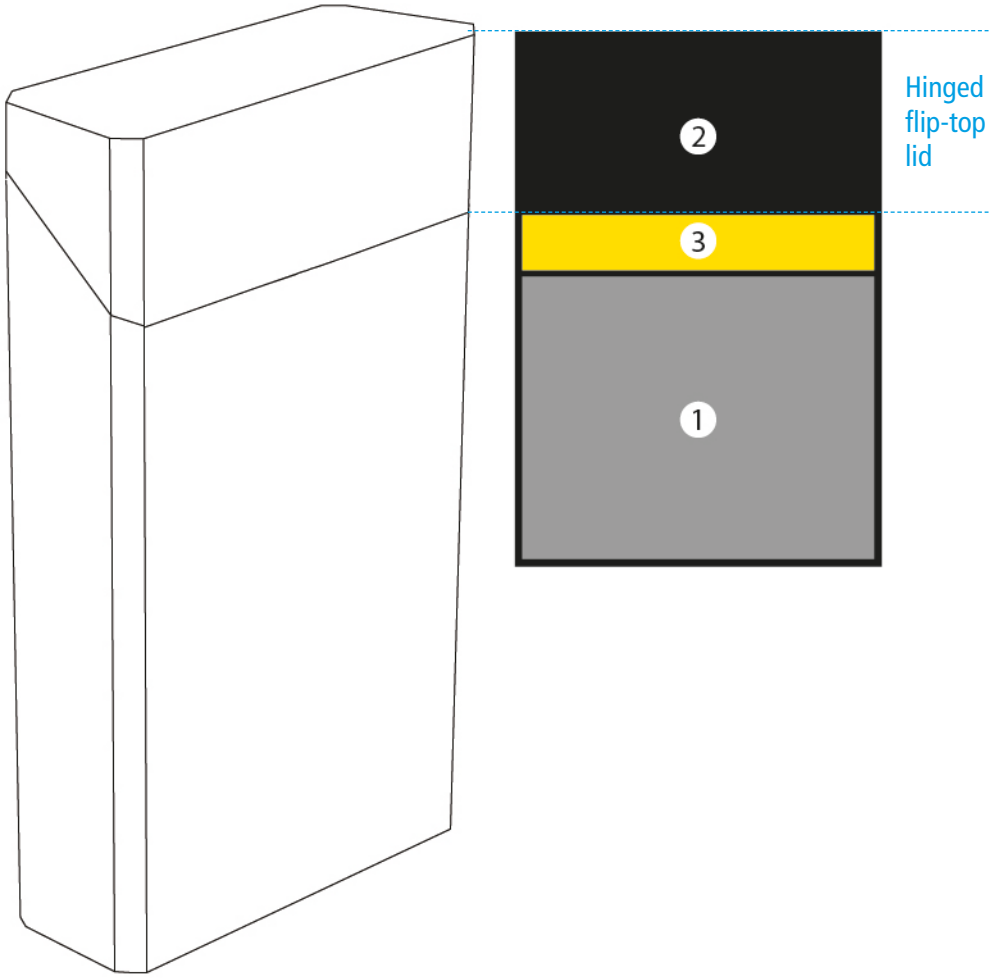
  Text warning panel must be at least 30% of the warning shape

  Cessation information panel must be between 10-12% of the warning shape

All percentages should be calculated based on the dimensions of the warning shape **inside** of the outer 1mm black border

Layout E: Stacked (reversed 2)

Balance of photograph, text warning and cessation information panel:



1 = photograph
2 = text warning panel
3 = cessation information panel

- The photograph and yellow cessation information panel sit at the bottom of the warning shape, below the lid; the black text warning panel sits on the hinged lid
- The whole warning shape is surrounded by a 1mm black border that sits inside the edge of the warning shape
- A black 1mm keyline sits in the yellow panel and divides the cessation information from the photograph

Because flip-top packs differ in size and shape, the proportions of the main elements will need to change to ensure that no elements are split when the pack is opened

The warning shape is divided into three areas and the following rules must apply:

- **Photograph** must be at least 50% of the warning shape, not including any borders; the image must sit in its entirety on the main body of the pack
- **Text warning panel** must be at least 30% of the warning shape; the text warning panel must sit in its entirety on the hinged lid
- **Cessation information panel** must be between 10-12% of the warning shape; the cessation information panel must sit in its entirety on the main body of the pack

All percentages should be calculated based on the dimensions of the warning shape **inside** of the outer 1mm black border

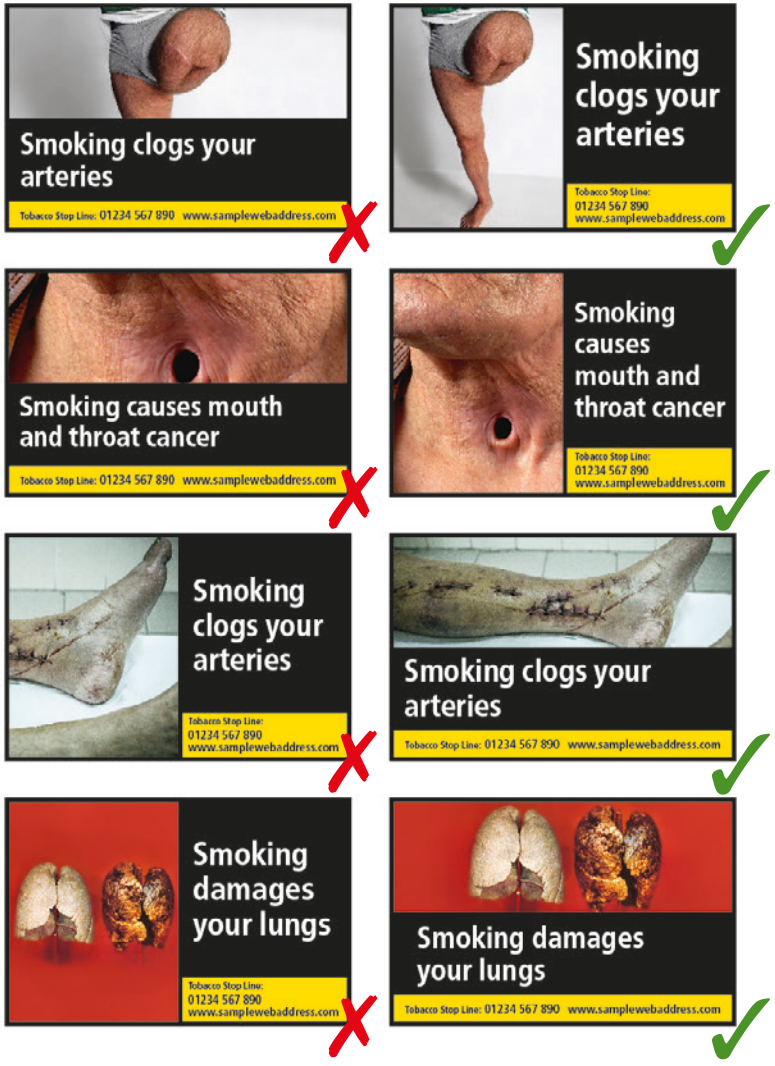
Layouts: dos & don'ts

Don't change the position, proportions, orientation or colour of the elements in the combined health warning.
Don't scale or change the weight of the border – all warnings, at all sizes, must have a border of 1mm

Don't position the combined health warning in a different direction to any branding etc

Layouts: dos & don'ts continued

Don't use a layout other than that specified for your warning shape in the layout grid or use a layout that distorts the text and/or photograph



Don't use the reverse layouts for any surface other than the front of a flip-top pack

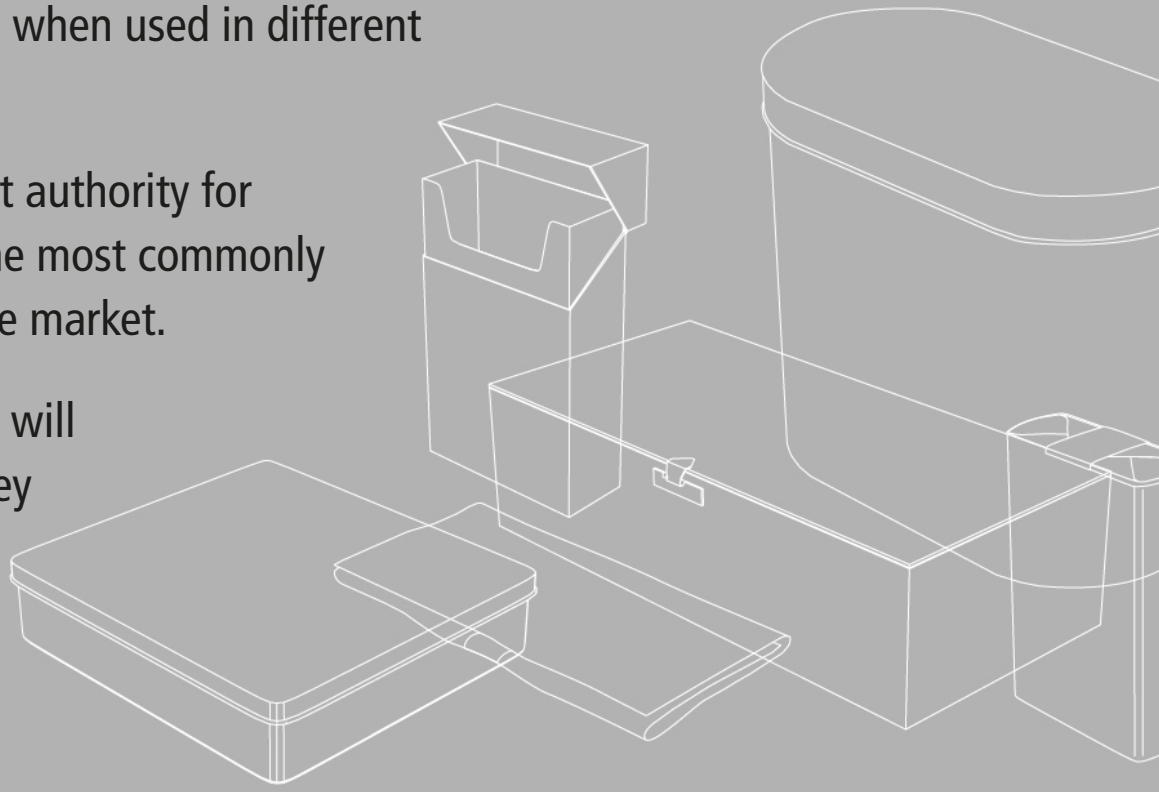
Combined health warnings:
Example layouts

The following pages show the 14 warning messages, with their associated images, illustrated across five example (single language) layouts. Multiple language examples have also been provided.

These layouts have been selected to represent a range of different shapes and to illustrate how the images should be cropped when used in different proportions, including more extreme wider crops.

Technical files can be obtained from your competent authority for the four different shapes identified as likely to be the most commonly used across the different pack types available on the market.

Please note, the example layouts and technical files will not cover all pack types on the market, however, they should give enough information to extrapolate to other shapes and sizes.

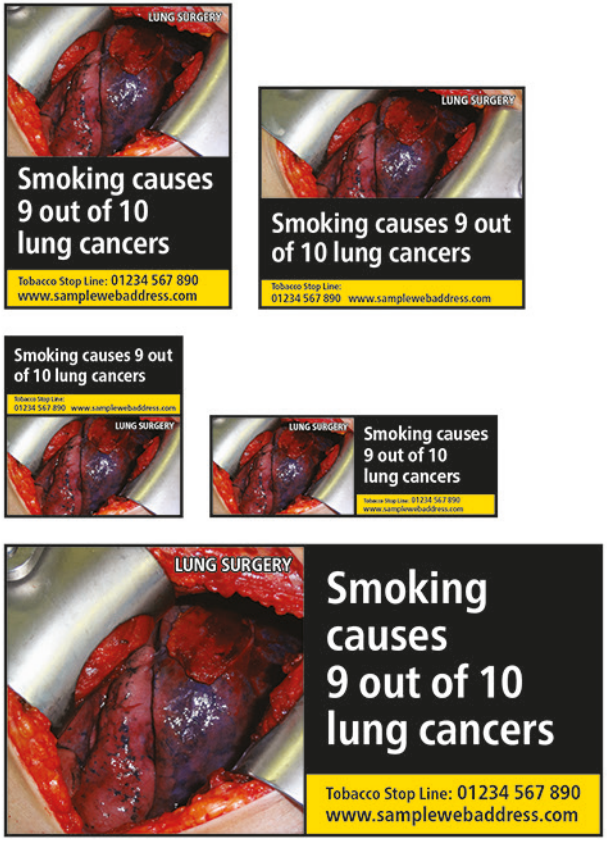


Example layouts:

Single language versions

Text warning 1: Smoking causes 9 out of 10 lung cancers

Set 1 photograph



Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 2: Smoking causes mouth and throat cancer

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 3: Smoking damages your lungs

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 4: Smoking causes heart attacks

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 5: Smoking causes strokes and disability

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 6: Smoking clogs your arteries

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 7: Smoking increases the risk of blindness

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 8: Smoking damages your teeth and gums

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 9: Smoking can kill your unborn child

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 10: Your smoke harms your children, family and friends

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 11: Smokers' children are more likely to start smoking

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 12: Quit smoking – stay alive for those close to you

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 13: Smoking reduces fertility

Set 1 photograph

Set 2 photograph

Set 3 photograph

Single language versions continued

Text warning 14: Smoking increases the risk of impotence

Set 1 photograph

Set 2 photograph

Set 3 photograph

Example layouts:

Multiple language versions

Text warning 1:
Smoking causes 9 out of 10 lung cancers

Text warning 2:
Smoking causes mouth and throat cancer

Text warning 3:
Smoking damages your lungs

Text warning 4:
Smoking causes heart attacks

Text warning 5:
Smoking causes strokes and disability

Text warning 6:
Smoking clogs your arteries

Multiple language versions continued

Text warning 7:
Smoking increases the risk of blindness

Text warning 8:
Smoking damages your teeth and gums

Text warning 9:
Smoking can kill your unborn child

Text warning 10: Your smoke harms your children, family and friends

Text warning 11: Smokers' children are more likely to start smoking

Text warning 12: Quit smoking – stay alive for those close to you

Multiple language versions continued

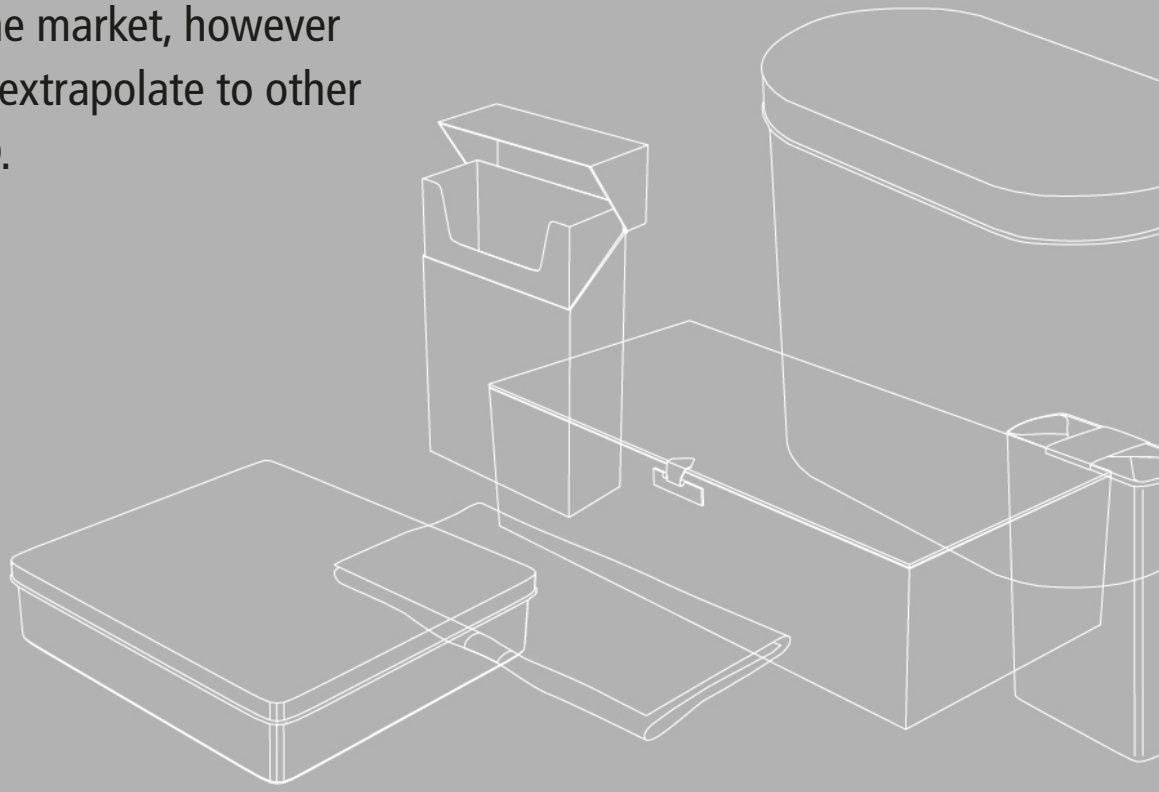
Text warning 13:
Smoking reduces fertility

Text warning 14:
Smoking increases the risk of impotence

Combined health warnings:
On-pack examples

The following pages show examples for the placement of combined health warnings, visualised across the 25 most commonly used or representative packs for smoked tobacco, after the transition period for tax stamps has expired.

Please note, this does not cover all pack types on the market, however these examples should give enough information to extrapolate to other pack types, shapes and sizes allowed under the TPD.



On-pack examples:

Cigarettes

Flip-top box, square corners (standard)

CHW covers 65% of front & back surfaces.

This example shows:

- Front: Layout D: Stacked (reversed 1)
- Back: Layout A: Stacked
- CHW aligned to top & full width of pack

Flip-top box, square corners (wide, deep pack)

CHW covers 65% of front & back surfaces

This example shows:

- Front: Layout D: Stacked (reversed 1)
- Back: Layout A: Stacked
- CHW aligned to top & full width of pack

Flip-top box, bevel corner (tall pack)

CHW covers 65% of front & back surfaces (calculated as if the pack has square edges)

This example shows:

- Front: Layout E: Stacked (reversed 2)
- Back: Layout A: Stacked
- CHW aligned to top & full width of pack, without extending around bevelled edge

Flip-top box, rounded corner

CHW covers 65% of front & back surfaces (calculated as if the pack has square edges)

This example shows:

- Front: Layout D: Stacked (reversed 1)
- Back: Layout A: Stacked
- CHW aligned to top & full width of pack, without extending around rounded edge

Cigarettes continued

Shoulder hinged box (rectangular)

CHW covers 65% of front & back surfaces

This example shows:

- Front & back:
  Layout A: Stacked
- CHW aligned to shoulder & full width of pack

Soft pack

CHW covers 65% of front & back surfaces

This example shows:

- Front & back:
  Layout A: Stacked
- CHW aligned to top & full width of front/back flat surfaces
- Banderole sticker affixed to aluminium inner layer, with outer soft card layer attached with glue dots

Outer packaging (flip-top unit multi-pack)

CHW covers 65% of front & back surfaces

This example shows:

- Front & back:
  Layout B: Side-by-side
- CHW aligned to top hinge of pack and left edge

Outer packaging (shoulder hinged box multi-pack)

CHW covers 65% of front & back surfaces

This example shows:

- Front & back:
  Layout A: Stacked
- CHW aligned to top hinge of pack and left edge

On-pack examples:

Roll your own (RYO)

Pouch with flap, wrap-around (two-step opening)

Option A

CHW covers 65% of front & back surfaces when pouch closed

This example shows:

- Opening & flat sides: Layout B: Side-by-side
- CHW aligned to top & full width of pack, but allowing for print tolerances

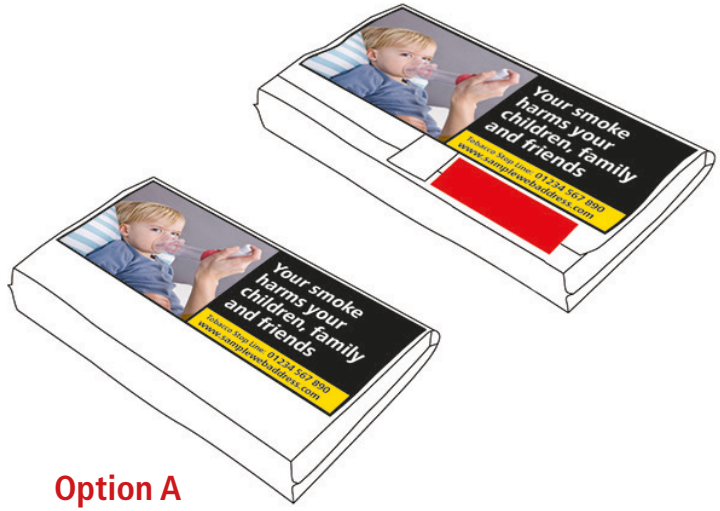
Option B

CHW covers 65% of front & back surfaces when pouch closed

This example shows:

- Opening side: Layout B: Side-by-side
- Flat side: Layout A: Stacked
- CHW aligned to top & left edge of pack, but allowing for print tolerances
- CHW orientated to follow same direction as branding

Pouch with flap, flat bottomed (one-step opening)



Option A

CHW covers 65% of front & back surfaces when pouch closed

This example shows:

- Opening & flat sides: Layout B: Side-by-side
- CHW aligned to top & full width of pack, but allowing for print tolerances

Option B

CHW covers 65% of front & back surfaces when pouch closed

This example shows:

- Opening side: Layout B: Side-by-side
- Flat side: Layout A: Stacked
- CHW aligned to top & left edge of pack, but allowing for print tolerances
- CHW orientated to follow same direction as branding

On-pack examples:

Roll your own (RYO) continued

Standing pouch/Zip bag

CHW covers 65% of front & back surfaces (after the disposable tear strip has been removed)

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to slightly below tear line, so warning not damaged when pouch opened

  Front: aligned to full width of pack, but allowing for print tolerances

  Back: aligned to left, to allow for tax stamp

Cylinder, card

CHW covers 65% of front & back surfaces; each surface calculated as 1/2 the circumference, **including** the area covered by the lip of the lid when positioned on pack

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to base of lid; warnings positioned equidistant from each other
- Proportions calculated to allow for positioning of tax stamp & to ensure full visibility when viewed front or back

Cylindrical bucket

CHW covers 65% of front & back surfaces; each surface calculated as 1/2 the circumference, **not** including the protruding 'lip' of the pack

This example shows:

- Front & back: Layout B: Side-by-side
- CHW aligned to protruding 'lip'; warnings positioned equidistant from each other
- Proportions calculated to ensure full visibility when viewed front or back

On-pack examples:

Waterpipe

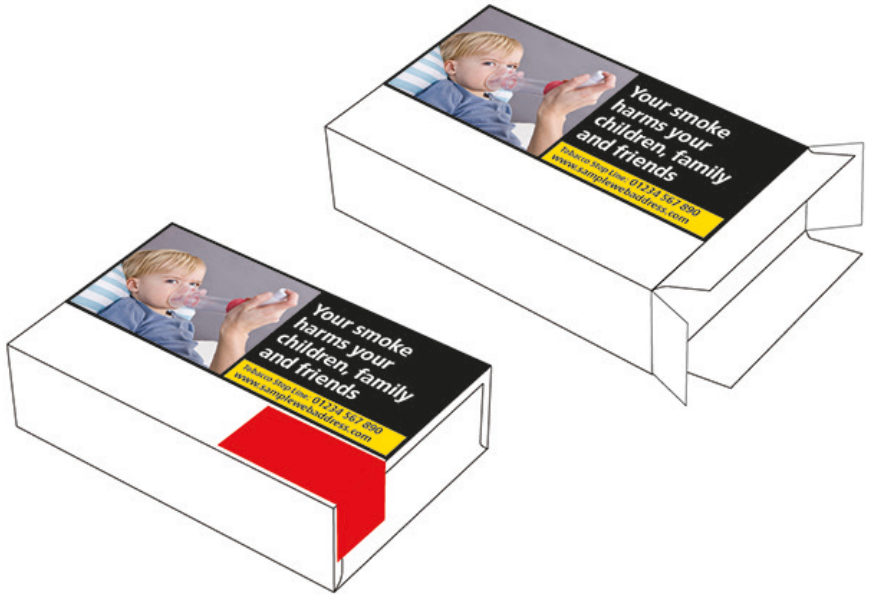
Carton box (portrait, tuck-top)

CHW covers 65% of front & back surfaces

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to top edge & full width of pack

Carton box (landscape)



CHW covers 65% of front & back surfaces

This example shows:

- Front & back: Layout B: Side-by-side
- CHW aligned to top edge & full width of pack

On-pack examples:

Cigars, cigarillos & pipe tobacco

Hinged box, wood (cigars; cigarillos)

CHW covers 65% of front & back surfaces

This example shows:

- Front: Layout B: Side-by-side
- Back: Layout A: Stacked
- CHW aligned to top hinged edge & left edge, but allowing for print tolerances/ label application tolerances at edges; CHW on front of pack calculated and positioned to allow for metal clasp closure

Hinged box, tin, square (cigarillos; pipe)

CHW covers 65% of front & back surfaces

This example shows:

- Front & back: Layout B: Side-by-side
- CHW aligned to top hinged edge and full width of pack, but allowing for print tolerances/label application tolerances at edges

Hinged tin, upright (cigarillos)

CHW covers 65% of front & back surfaces (calculated as if the pack has square edges)

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to top on front of pack and positioned below hinge on back of pack; warning aligned to full width of pack, without extending around rounded edge

Cuboid tin, rounded corner (cigars; cigarillos)

CHW covers 65% of flat front & back surfaces; surface calculated based on flat areas only, **including** the area covered by the lip of the lid when positioned on pack

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to base of lid & full width of flat surface, without extending around rounded edge

Cigars, cigarillos & pipe tobacco continued

Vacuum metal tin, round (pipe)

CHW covers 65% of front & back surfaces; each surface is calculated as 1/2 the circumference of the cylinder, **including** the area covered by the lip of the lid when positioned on pack

This example shows:

- Front & back: Layout C: Side-by-side (extra wide)
- CHW aligned to base of lid; warnings positioned equidistant from each other

Rectangular tin (pipe)

CHW covers 65% of front & back surfaces

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to top edge and full width of pack, but allowing for positioning on flat surface, without overlapping raised edge, as well as print tolerances/label application tolerances at edges

Shell & slide box, paper (cigars; cigarillos)

CHW covers 65% of front & back surfaces

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to top edge & full width of pack

Single tube, tin (cigars)

CHW covers 65% of front & back surfaces; each surface is calculated as 1/2 the circumference of the tube, **including** the area covered by the lip of the lid when positioned on pack but **not** the rounded tip

This example shows:

- Front & back: Layout B: Side-by-side
- CHW aligned to base of the rounded tube tip; due to size, the warnings butt up against each other; positioned to read from top to bottom

On-pack examples:

Cigars, cigarillos & pipe tobacco continued

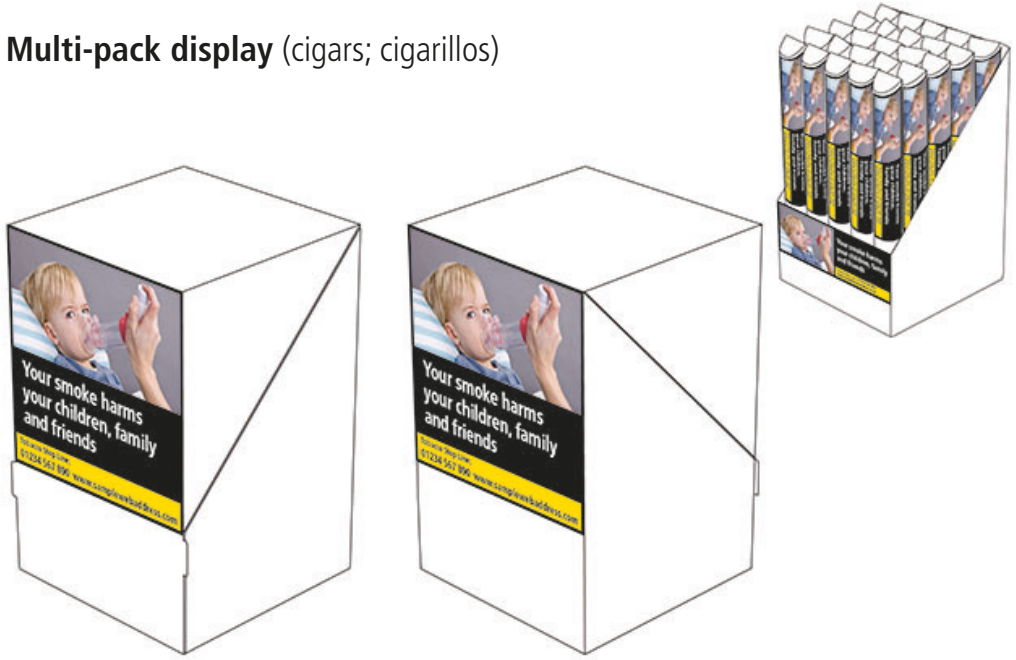
Bundle (cigar)

CHW covers 65% of front & back surfaces of card insert/label, as if it had square edges

This example shows:

- Front & back: Layout A: Stacked
- CHW aligned to top of insert/label and full width of flat surface, without extending around the rounded edge
- Card insert/label extended to hide any branding on individual cigars, so no names or logos are positioned above the warning

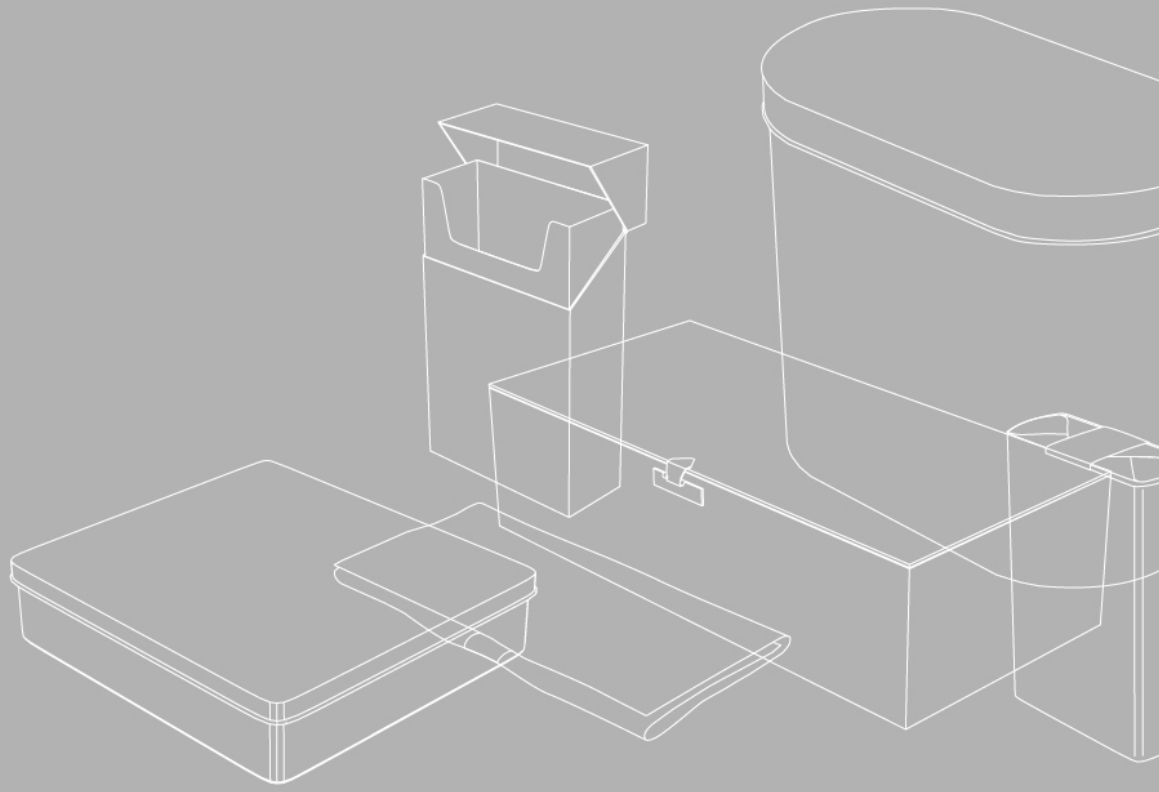
Multi-pack display (cigars; cigarillos)



CHW covers 65% of front & back outer surfaces and 65% of front and back inner layer surfaces (visible when used for display and outer layer peeled back and removed)

This example shows:

- Front & back outer layer: Layout A: Stacked
- Front inner layer: Layout B: Side-by-side
- Back inner layer: Layout A: Stacked
- CHW aligned to top and full width of surface in each instance; CHW positioned on both outer layer (used in transit/wholesale) and inner layer, visible when used as display unit in retail

Combined health warnings:
Further information

Please contact your Member State competent authority.