

CODE OF PRACTICE - APPENDIX B

Description of labels

Release date March 2022

<p>Marking</p>		
<p>Location Where Marking Applies</p>	<p>Legal requirement in the EU and Northern Ireland for wet wipes in scope that contain plastic. If the wet wipe contains “Plastic” as defined by EU Directive 2019/904 and associated guidelines (2021/C216/01) then labelling requirements are prescribed within Annex II of Commission implementing Regulation EU (2020/2151) of 17 December, 2020. Manufacturers in Great Britain may also opt to use this marking.</p>	<p>Per industry commitment, the required ‘Do not Flush’ marking in the European Union for wipes that are not flushable and do not contain plastic as defined in guidelines for the EU Single Use Plastic Directive. Manufacturers in the United Kingdom may also opt to use this symbol.</p>
<p>Relevant for</p>	<p>For packaging of wet wipes (i.e., pre-wetted personal care and domestic wipes), with the surface area of 10 cm² or more.</p> <p>Packaging- means sales packaging and grouped packaging as defined on point 1 of Article 3 of Directive 94/62/EC of the European Parliament and of the Council. Thus:</p> <p>‘Packaging’ consists only of:</p> <ul style="list-style-type: none"> (a) sales packaging or primary packaging, i.e., packaging conceived so as to constitute a sales unit to the final user or consumer at the point of purchase. (b) grouped packaging or secondary packaging, i.e., packaging conceived so as to constitute at the point of purchase a grouping of a certain number of sales units whether the latter is sold as such to the final user or consumer or whether it serves only as a means to replenish the shelves at the point of sale; it can be removed from the product without affecting its characteristics. 	<p>Packaging of non-flushable wipes (i.e., pre-wetted personal care and domestic wipes), that do not contain plastic, with the surface area of 10 cm² or more.</p> <p>Packaging- means sales packaging and grouped packaging as defined on point 1 of Article 3 of Directive 94/62/EC of the European Parliament and of the Council. Thus:</p> <p>‘Packaging’ consists only of:</p> <ul style="list-style-type: none"> (a) sales packaging or primary packaging, i.e., packaging conceived so as to constitute a sales unit to the final user or consumer at the point of purchase. (b) grouped packaging or secondary packaging, i.e., packaging conceived so as to constitute at the point of purchase a grouping of a certain number of sales units whether the latter is sold as such to the final user or consumer or whether it serves only as a means to replenish the shelves at the point of sale; it can be removed from the product without affecting its characteristics.

<p>Marking</p>		
<p>Position</p>	<p>The marking shall be placed horizontally on the external front or top surface, whichever is more clearly visible, of the packaging.</p> <p>Where the marking of the minimum size cannot fit in its entirety on the external front or top surface of the packaging, it may be placed partly on two sides of the packaging, i.e., top, and front, or front and side, whichever is more clearly visible.</p> <p>Where it is not possible to place the marking horizontally due to the shape or size of the packaging, it may be rotated 90° and placed vertically.</p> <p>The boxes of the marking shall not be separated.</p> <p>When opening the packaging in accordance with any instructions, the marking should not be torn or made illegible.</p>	<p>The marking shall be placed on the external front or top surface, whichever is more clearly visible, of the packaging.</p> <p>For consumer packaging, where wet wipes are not a primary product, marking can be placed horizontally on the external back surface together with information on wet wipes. Marking shall also be placed on the front surface of inner wet wipes packages.</p> <p>When opening the packaging in accordance with any instructions, the marking should not be torn or made illegible.</p>
<p>Size</p>	<p>The marking shall be composed of two equal-sized red and blue boxes, which are placed next to each other, and a rectangular black box containing the information text 'PLASTIC IN PRODUCT' placed below the two equal-sized boxes. The ratio between the height and length of the marking shall be 1:2.</p> <p>Where the area of the external front or top surface of the packaging on which the marking is placed is less than 65 cm², the minimum size of the marking shall be 1,4 cm by 2,8 cm (3,92 cm²). In all other cases, the marking shall cover at least 6 % of the surface area on which it is placed. The maximum required size of the marking shall be 3 cm by 6 cm (18 cm²).</p>	<p>The marking shall be composed of one red, square box.</p> <p>Covering at least 2% of the surface area where it is placed.</p>
<p>Design</p>	<p>The design of the marking shall be reproduced without adding any effects, adjusting the colours, retouching, or extending the background. The marking shall be reproduced at a minimum resolution of 300 dots per inch when printed in actual size. The marking shall be bordered by a thin white line.</p> <p><i>Note:</i> the black line bordering the marking is not part thereof. Its only purpose is to show the thin white line bordering the marking against the white page.</p> <p>The information text 'PLASTIC IN PRODUCT' shall be in upper case and in Helvetica Bold font. The font size shall be a minimum of 5 pt. and a maximum of 14 pt. The "information text" of the marking shall be written in the official language</p>	<p>The design of the marking shall be reproduced without adding any effects, adjusting the colours, retouching, or extending the background. The marking shall be reproduced at a minimum resolution of 300 dots per inch when printed in actual size. The marking shall be bordered by a thin white line.</p> <p><i>Note:</i> the black line bordering the marking is not part thereof. Its only purpose is to show the thin white line bordering the marking against the white page.</p>

<p>Marking</p>		
	<p>or languages of the member state(s) where the single use plastic product is placed on the market.</p> <p>Where the information text is translated into another or several official languages of the Member States, the translated information text shall be placed either close below the marking, or inside the rectangular black box below the first language and shall be in both cases clearly visible. In exceptional cases due to spatial constraints on the external front or top surface of the packaging, the information text translated into another, or several official languages of the Member States may be placed elsewhere on the packaging as close as possible to the marking and where it is clearly visible. The translated information text shall be in upper case and in Helvetica Bold font. The font size shall be a minimum of 5 pt. and a maximum of 14 pt. Where the information text in additional languages is placed in the rectangular black box, derogations from the maximum required size of the marking are possible.</p> <p>The colours having the following colour codes shall be used:</p> <ul style="list-style-type: none"> — White: C = 0 / M = 0 / Y = 0 / K = 0 — Black: C = 0 / M = 0 / Y = 0 / K = 100 — Red: C = 0 / M = 90 / Y = 60 / K = 0 — Blue: C = 60 / M = 0 / Y = 0 / K = 0. <p>Pictograms in vectorised format can be accessed via EU Commission (2021(a)) SUPs marking specifications (europa.eu). Associated corrigenda may be accessed via EUR-Lex - 32020R2151R(01) - EN - EUR-Lex (europa.eu)</p>	<p>The colours having the following colour codes shall be used:</p> <ul style="list-style-type: none"> — White: C = 0 / M = 0 / Y = 0 / K = 0 — Black: C = 0 / M = 0 / Y = 0 / K = 100 — Red: C = 0 / M = 90 / Y = 60 / K = 0 <p>The vectorised format can be found on the EDANA website.</p>
<p>Timing</p>	<p>The implementing regulation applies in the EU 27 from July 3, 2021. Northern Ireland: This labelling requirement applies from January 1, 2022, in Northern Ireland.</p> <p>The marking of packaging of wet wipes placed on the market before 4 July 2022 may be affixed by means of stickers.</p>	<p>Rolling implementation during first quarter of 2023.</p>

<p>Marking</p>	 <p>DO NOT FLUSH</p>	
<p>Location Where Marking Applies</p>	<p>Regulatory ‘Do Not Flush’ label for Covered Products in the States of California, Oregon and Illinois</p>	<ol style="list-style-type: none"> 1. Regulatory ‘Do Not Flush’ label for Covered Products in the State of Washington 2. Recommended for use in the United Kingdom and North America (except California, Oregon and Illinois), where applicable.
<p>Relevant for</p>	<p>Covered Product: Means a consumer product sold in the state or offered for sale in the state that is either of the following:</p> <p>(1) A premoistened nonwoven disposable wipe marketed as a baby wipe or diapering wipe.</p> <p>(2) A premoistened nonwoven disposable wipe that is both of the following:</p> <p>(A) Composed entirely of or in part of petrochemical-derived fibres.</p> <p>(B) Likely to be used in a bathroom and has significant potential to be flushed, including baby wipes, bathroom cleaning wipes, toilet cleaning wipes, hard surface cleaning wipes, disinfecting wipes, hand sanitizing wipes, antibacterial wipes, facial and makeup removal wipes, general purpose cleaning wipes, personal care wipes for use on the body, feminine hygiene wipes, adult incontinence wipes, adult hygiene wipes, and body cleansing wipes.</p> <p>AB-818 Solid waste: premoistened nonwoven disposable wipes.(2021-2022) available from: Bill Text - AB-818 Solid waste: premoistened nonwoven disposable wipes. (ca.gov)</p>	<p>State of Washington Covered Product definition:</p> <p>A non-flushable nonwoven disposable wipe that is a premoistened wipe constructed from nonwoven sheets and designed and marketed for diapering, personal hygiene, or household hard surface cleaning purposes. A non-flushable nonwoven disposable wipe excludes any wipe product designed or marketed for cleaning or medicating the anorectal or vaginal areas on the human body and labeled "flushable," "sewer safe," "septic safe," or otherwise indicating that the product is appropriate for disposal in a toilet including, but not limited to, premoistened toilet tissue.</p> <p>All other locations: Packaging of non-flushable wet wipes (i.e., pre-wetted personal care and domestic wipes) with the surface area of 10 cm² or more.</p>

<p>Position</p>	<p>(1) In the case of cylindrical or near cylindrical packaging intended to dispense individual wipes, a covered entity shall comply with one of the following options:</p> <p>(A) Place the symbol and label notice on the principal display panel in a location reasonably viewable each time a wipe is dispensed.</p> <p>(B) Place the symbol on the principal display panel, and either the symbol or label notice, or the symbol and label notice in combination, on the flip lid, subject to the following:</p> <p>(I) If the label notice does not appear on the flip lid, the label notice shall be placed on the principal display panel.</p> <p>(ii) The symbol or label notice, or the symbol and label notice in combination, on the flip lid may be embossed, and in that case are not required to comply with paragraph 6 [of AB 818].</p> <p>(2) In the case of flexible film packaging intended to dispense individual wipes, a covered entity shall place the symbol on the principal display panel and dispensing side panel and place the label notice on either the principal display panel or dispensing side panel in a prominent location reasonably visible to the user each time a wipe is dispensed. If the principal display panel is on the dispensing side of the package, two symbols are not required.</p> <p>(3) In the case of refillable tubs or other rigid packaging intended to dispense individual wipes and be reused by the consumer for that purpose, a covered entity shall place the symbol and label notice on the principal display panel in a prominent location reasonably visible to the user each time a wipe is dispensed.</p> <p>(4) In the case of packaging not intended to dispense individual wipes, a covered entity shall place the symbol and label notice on the principal display panel in a prominent and reasonably visible location.</p> <p>(5) A covered entity shall ensure the packaging seams, folds, or other package design elements do not obscure the symbol or the label notice.</p> <p>(6) A covered entity shall ensure the symbol and label notice have sufficiently high contrast with the immediate background of the packaging to render it likely to be seen and read by the ordinary individual under customary conditions of purchase and use.</p>	<p>State of Washington Principal display panel definition: The side of a product package that is most likely to be displayed, presented, or shown under customary conditions of display for retail sale. The term is further defined as follows:</p> <p>(a) In the case of a cylindrical or nearly cylindrical package, the surface area of the principal display panel constitutes forty percent of the product package, as measured by multiplying the height of the container times the circumference.</p> <p>(b) In the case of a flexible film package, in which a rectangular prism or nearly rectangular prism stack of wipes is housed within the film, the surface area of the principal display panel constitutes the length times the width of the side of the package when the flexible packaging film is pressed flat against the stack of wipes on all sides of the stack.</p> <p>All other locations</p> <ul style="list-style-type: none"> Place the symbol on the principal display panel in a prominent and reasonably visible location on the package which, in the case of packaging intended to dispense individual wipes, is permanently affixed in a location that is visible to a person each time a wipe is dispensed from the package; Ensure the symbol is not obscured by packaging seams, folds, or other package design elements; <p>Ensure the symbol has sufficiently high contrast with the immediate background of the packaging to render it likely to be read by the ordinary individual under customary conditions of purchase and use.</p>
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	<p>(b) For covered products sold in bulk at retail, both the outer package visible at retail and the individual packages contained within shall comply with the labelling requirements in subdivision (a) applicable to the particular packaging types, except the following:</p> <p>(1) Individual packages contained within the outer package that are not intended to dispense individual wipes and contain no retail labelling.</p> <p>(2) Outer packages that do not obscure the symbol and label notice on individual packages contained within.</p> <p>(c) If a covered product is provided within the same packaging as another consumer product for use in combination with the other product, the outside retail packaging of the other consumer product does not need to comply with the labelling requirements of subdivision (a).</p> <p>(d) If a covered product is provided within the same package as another consumer product for use in combination with the other product and is in a package smaller than three inches by three inches, the covered entity may comply with the requirements of subdivision (a) by placing the symbol and label notice in a prominent location reasonably visible to the user of the covered product.</p>	
<p>Size</p>	<p>The size of the symbol shall be equal to at least 2 percent of the surface area of the principal display panel and label notice shall be at least 2 percent of surface area of principal display panel</p> <p>The symbol or label notice, or the symbol and label notice in combination, on the flip lid shall cover a minimum of 8 percent of the surface area of the flip lid.</p>	<p>State of Washington: Size the symbol to cover at least two percent of the surface area of the principal display panel on which the symbol is presented;</p> <p>All other locations: The size of the Do not Flush marking shall be equal to at least 2 percent of the surface area where it is placed.</p>

Design	<p>High Contrast means satisfying both of the following conditions:</p> <ul style="list-style-type: none"> (1) Is provided by either a light symbol on a solid dark background or a dark symbol on a solid light background. (2) Has at least 70 percent contrast between the symbol artwork and background using the following formula: <ul style="list-style-type: none"> (A) $(B1-B2)/B1*100 = \text{Contrast percentage.}$ (B) B1= the light reflectance value of the lighter area and B2 = the light reflectance value of the darker area. 	<p>State of Washington: High Contrast means A dark symbol on a light background; and</p> <ul style="list-style-type: none"> (b) A minimum level or percentage of contrast between the symbol artwork and the background of at least seventy percent. Contrast in percent is determined by: <ul style="list-style-type: none"> (i) $\text{Contrast} = (B1 - B2) \times 100 / B1;$ and (ii) Where B1 = light reflectance value of the lighter area and B2 = light reflectance value of the darker area. <p>All other locations: Symbol artwork should have sufficiently high contrast with the background to be highly readable (i.e.,dark on a light background). Embossed symbols on injection moulded plastic parts should be designed to provide high visual impact.</p>
Timing	July 1, 2022	<p>State of Washington: July 1, 2022</p> <p>Other locations: End of 2022</p>



The additional use of the 'Dispose via the Solid Waste Stream' ('Tidy Man') symbol to confirm disposal via the solid waste system is discretionary; where used, it is recommended to be the same size as the DNF symbol. There is no preferred location for this symbol on pack.