

Administrative Order of March 21, 2016, on conditions for neutrality and uniformity of packaging and paper for cigarettes and rolling tobacco

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The Minister of Social Affairs and Health,

In light of 2014/40/CE of April 3, 2014, of the European Parliament and Council on the harmonization of the legislative, regulatory and administrative provisions of member States concerning the manufacture, display and sale of tobacco products and related products, and abrogating Directive 2001/37/CE;

In light of the Code of Public Health, particularly its Articles R. 3511-17 to R. 3511-29;

In light of Notification n° 2015/241/F of May 7, 2015, addressed to the European Commission in application of Directive 98/34/CE,

Orders:

Article 1

Packaging units and the outer packaging of cigarettes and rolling tobacco:

- a) Are to be of the color or shade Pantone 448 C, in a matte finish;
- b) Can display a barcode, as mentioned in Article R. 3511-17 of the Code of Public Health, either in the color Pantone 448 C and white, or black and white. This barcode can appear on the surface of a packaging unit or outer packaging, as preferred, the rear surface, a lateral surface or on the bottom or the top, and may be in the form of an adhesive label. This barcode does not comprise an image, a model, a motif or a symbol that could be associated with anything other than a barcode.

Article 2

- As amended by the Administrative Order of April 18, 2016 - Art. 1

The statement of the brand name and, if applicable, the commercial title, may appear only once:

- a) On the front surface and on the top and bottom of the packaging unit and outer packaging of cigarettes and rolling tobacco;

Unofficial Translation

b) On the front surface, the rear surface and inside the flap or on the seal for rolling tobacco whose packaging unit or outer packaging is a pouch or is cylindrical.

These statements are to be printed in accordance with the following characteristics:

a) In alphabetic and/or numeric characters with an ampersand, if applicable;

b) In lower case, while the first letter of a word can be in upper case;

c) In the center of the surface and, when it contains a health warning, in the center of the available surface;

d) On one line, in normal and regular, weighted Helvetica characters, with a color of Pantone Cool Gray 2C, in a matte finish;

e) In a font no greater than 14 for the brand name, and a font no greater than 10 for the commercial title.

The commercial title is to be printed directly beneath the brand, and is to be oriented in the same direction as the brand.

The surface on which the particulars of the manufacturer appear once may be on the side surface, the top or the bottom. These particulars, whose content is defined in Article R. 3511-26 noted above, are to be printed in accordance with the following characteristics:

a) In alphabetic and/or numeric, normal and regular weighted Helvetica characters;

b) With an ampersand, if applicable, and the @ sign;

c) With a color of Pantone Cool Gray 2C, in a matte finish, or as preferred, Pantone 448 C, in a matte finish or black, if the particulars appear on the inside;

d) In a font no greater than 10;

e) In lower case, while the first letter of a word can be in upper case.

Article 3

Inside packaging units and external packages for cigarettes or rolling tobacco, the authorized shades or colors stated in Article R. 3511-18 of the Code of Public Health are white, in a matte finish or Pantone 448 C, in a matte finish.

The lining mentioned in Article R. 3511-18 of the same code is a silver-colored foil with a white paper support, with no variation of tone or shade in the sheet of paper.

A texture may appear on the lining if it is necessary to the automated manufacturing process. Small dots or squares in relief may appear if they are equidistant, if they are of the same size, and they do not form an image, a model, a motif or a symbol that could be associated with anything other than a lining.

Unofficial Translation

The particulars of the manufacturer can appear, in accordance with the characteristics defined in Article 2 of this Administrative Order, inside the packaging unit and outer packaging instead of appearing on an external surface.

Article 4

· As amended by the Administrative Order of April 15, 2016 - Art. 1
The color or shade of cigarette paper or cigarette rolling paper is white, in a matte finish.

The paper or envelope mentioned in the first sub-paragraph of Article R. 3511-21 noted above can be in an imitation cork color.

A text making it possible to identify the elements indicated in Article R. 3511-28 of the same code may be printed on the cigarette paper in accordance with the following characteristics:

- a) Parallel to the tip of the cigarette that is not meant to be lit, at most 38 millimeters from this tip;
- b) In normal and regular, weighted Helvetica characters, black and in a font no greater than 8;
- c) In lower case, while the first letter of a word can be in upper case;
- d) In alphabetic and/or numeric characters with an ampersand, if applicable.

Article 5

· As amended by the Administrative Order of April 15, 2016 - Art. 1
The barcode mentioned in item 1 of paragraph II of Article R. 3511-19 of the Code of Public Health is of the color Pantone 448 C and white, or black and white. This barcode can also be applied in the form of an adhesive label, except on the part of the outer wrapping that covers the front surface of the packaging unit, on the entire packaging unit or outer packaging.

The pull thread mentioned in paragraph III of this same Article is to exhibit the following characteristics:

- a) It shall be clear, transparent and colorless and unmarked, or else, black;
- b) Forming a continuous straight line of a constant width, not to exceed three millimeters;
- c) Parallel to a rectilinear edge of the packaging unit or outer packaging enclosed by the outer wrapping;
- d) If applicable, a single, continuous black line not to exceed fifteen millimeters in length, and indicating the start of the pull thread.

Article 6

Unofficial Translation

The list of processes mentioned in sub-paragraph 2 of Article R. 3511-20 of the Code of Public Health particularly includes:

- a) Heat-activated inks;
- b) Inks designed to appear progressively over time;
- c) Inks that appear fluorescent in certain illuminations;
- d) Detachable tabs;
- e) Folding or sliding elements.

Article 7

Polyhedron-shaped packaging units for cigarettes or rolling tobacco may have beveled or rounded edges.

Article 8

The aluminum seal mentioned in paragraph II of Article R. 3511-25 shall not have any texture other than that which results from the manufacturing process, and it may not form an image, a model, a motif or symbol that could be associated with anything other than an aluminum seal.

Article 9

The indication of the number of cigarettes mentioned in Article R. 3511-26 of the Code of Public Health is to be printed once with the following characteristics:

- a) In normal and regular, weighted numeric Helvetica characters;
- b) Of the color Pantone Cool Gray 2 C, in a matte finish;
- c) With a font no greater than 10 for packaging units, and a font no greater than 14 for outer packaging;
- d) Stated either as the total number of cigarettes or by the number of packaging units multiplied by the number of cigarettes contained in each packaging unit with the sign “x”.

This number can be followed by the word “cigarettes” written in lower case, except for the first letter which can be written in upper or lower case.

Article 10

The indication of weight in grams of rolling tobacco mentioned in item 4 of paragraph I of Article R. 3511-26 of the Code of Public Health is to be printed in accordance with the following characteristics:

- a) In normal and regular weighted Helvetica numeric characters, of the color Pantone Cool Gray 2 C, in a matte finish;
- b) Of a font no greater than 10 for packaging units, and a font no greater than 14 for the outer packaging;
- c) Stated either as the total weight of tobacco, or by the number of packaging units multiplied by the weight of the tobacco contained in each packaging unit, with the sign “x.”

Article 11

Packaging units or outer packaging of rolling tobacco containing, in addition to the tobacco, both rolling paper and filters, or rolling paper or filters, shall comply with the following characteristics:

- a) The rolling paper and filters, or rolling paper or filters, are not to be visible prior to opening the packaging unit or outer packaging of rolling tobacco;
- b) Packaging units and outer packaging may display, as appropriate, the following texts: “contains rolling paper and filters,” “contains rolling paper,” or “contains filters,” printed once. These texts are to be printed beneath the commercial title or, in its absence, beneath the brand name of the rolling tobacco, in normal and regular, weighted Helvetica characters, of the color Pantone Cool Gray 2 C, in a matte finish, with a font no greater than 10, in lower case, while the first letter of a word can be in upper case.

Article 12

The Director General of Health is charged with the execution of this Administrative Order, which is to be published in the *Journal officiel* (“Official Journal”) of the French Republic.

Done on March 21, 2016.

Marisol Touraine