

Directive Procedures for Distribution of Tobacco Products

The Office of Non-Communicable Diseases Control

Ministry of Public Health, Thailand

This directive is promulgated for proper distribution of tobacco products at the point of sale for the sake of societal benefit in preventing teenagers and adults from initiating or trying out the smoking of cigarettes instigated by selling/promotion of the industry.

The following directives have been laid out for concerned persons and agencies to follow, to be effective beginning 24 September 2005.

These directives are applicable throughout the Kingdom of Thailand including at every shop except duty-free shops specifically arranged for persons leaving the kingdom.

The directives are as follows:

- All traders who have been awarded licenses to sell any kind of tobacco products shall not carry out any action to show or display to the public the logo, sign or any symbol of tobacco products by any means at any places. The prohibition of such action includes the display on the cupboard, sales rack or on any items at the point of sale. Any actions to display to the public the trademark, containers, or package of tobacco products are also prohibited.
- The traders who have the licenses to sell all kinds of tobacco products may arrange to have a sign made of any kind of material with a size not larger than A4 paper size at the point of sale. The color of letters must be black or blue with white background. The

information allowed to be displayed is “
Cigarettes/Tobacco/cigars are sold here’

- The licensed traders may display wholesale or retail price of tobacco product by writing, printing or any other means at the point of tobacco sale or upon request by the consumer. The letter or number to be created for displaying name, logo or price of tobacco product must not be larger than 20 points (3 mm.) and be written with black or blue color on any paper or any material with white background.

Prohibition of the display of tobacco products at the point of sale is related to The Tobacco Product Control Act 2535B.E

The Tobacco Product Control Act 2535B.E provides contents prohibiting all kinds of sale promotion of tobacco products

Article 8: It is prohibited to advertise or display the name or logo of tobacco product in printed material, radio broadcast, television or any kinds of advertising .

Article 3: “Advertising” means any actions intended to be seen or heard by the public for commercial purposes.

Article 19: Any person or agency violating the law prohibiting the advertising of tobacco product will be fined with monetary value not more than 200,000 baht

Article 24: Manufacturer or importer of tobacco product violating the law prohibiting the advertising of tobacco product will be fined double fold (not more than 400,000 baht). The prohibition of the display of tobacco product at the point of sale is to be effective since 24 September 2005.
