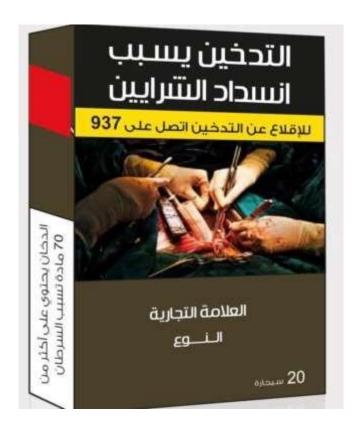# A Guide to Packing and Packaging of Tobacco Products

Disclaimer: the English version is translation of the original in Arabic for information purposes only.
In case of a discrepancy, the Arabic original will prevail.

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Introduction

Drawing upon the SFDA mandate to inspect and standardize tobacco and tobacco products, this guide contains explanatory notes to SFDA.FD 60/2020 and additional information about the products included in the above technical standard such as cigarettes, cigars, hookah (Maassel), and roll-your-own (loose tobacco).

Notice:

While compliance to SFDA.FD 60/2020 is mandatory, this guide is not inclusive of all the technical requirements for plain packaging of tobacco products.

Requirements for All Tobacco Products

Product packaging shall not contain any of the following:

- Any information about nicotine, tar, or carbon monoxide used.
- Any claims of containing taste, smell, any additions, or claiming otherwise, except cigar and Almeassel Tobacco products.

Product packaging shall contain any of the following:

- The only color allowed for the outer packaging of the single and a pack of cigarettes cartoon, is matte Pantone C (Pantone C 448).
- The only color allowed for the inner packaging of the single pack and a pack of cigarettes cartoon is either white or matte Pantone C color (Pantone C 448).

All health warning data must be used – Text warning statement –Information message – according to the following sequence:

o Authorized by the National Committee for Tobacco Control.
o Authorized by the Gulf Committee for Tobacco Control.

• Authorized health warning data for single Gregorian year shall be used for equal quantity per shipment of tobacco products.

Cigarette Pack – Front (single packet)

Information Message

- On one side (covering 50% of the side surface).
- Black text in Helvetica font on a white background with a matt finish.
- Framed by a black border with a width of one-millimeter
- To be placed away from the flip-top lid.

Brand Name

- Only on the front, and either sides of the small surfaces.
- In alphanumeric code only.
- Either in Arabic or English.
- In Helvetica font.
- No larger than 14 points in size.
- In drab Pantone Cool Gray 2 c.
- On one line and the variant name on another.

Variant Name

- Only on the front, and either sides of the small surfaces.
- In alphanumeric code only.
- Either in Arabic or English.
- In Helvetica font.
- No larger than 10 points in size.
- In drab Pantone Cool Gray 2 c.
- Centered directly under the brand name.

Warning Statement

- Displayed on the upper front and lower back surface, covering 65% of the entire surface, containing a "stop smoking" statement, message and graphic.

- White text in Helvetica font on a black background with a matt finish.
- A "Stop smoking" message in black Helvetica font on a yellow background with a matt finish.
- Graphic with a matt finish.

Measurement Mark

- Arabic numbers only.
- Text in either Arabic or English.
- The number to be followed by "Cigarettes" or "سيجارة"
- In alphanumeric code only.
- In Helvetica font.
- In Pantone cool gray 2c with a matt finish.
- No larger than 10 points in size.
- Only on the front surface.
- 20 cigarettes per packet.

Bar Code

- Not to appear on the front surface of the packet or cartoon.
- Not to conceal or distort the warning statement, the information or the health message.

Cigarette Pack – Back (single packet)

Bar code

- In black and white or Pantone 448C and white.
- To be written one time only and not to appear on the front surface.

Information Statement

A statement on one of the outer side surfaces covering 50% of the entire side surface
In black on a white background with a matt finish.
In Helvetica font
In the Arabic language
Framed by a black border with a width of one-millimeter
On the far end farther from the flip-top lid.

Tax Stamps

- Not to be used on the front surface of the packet or carton.
- Not to conceal or distort the warning statement, the information or health message.

Cigarette

Tip of the Filter

- Shall be white color.

Brand and Type Name

- It shall be parallel to the end of the cigarette and not more than 38 millimeters away.
- Shall not have any non - alphabetical or numeric characters.
- Shall be written in Arabic or English.
- The type of font shall be Helvetica.
- Shall be written in black and the font size is 8.

Filter Tips

- It shall be a matte white or to be covered imitation cork tip paper.

Cover Paper

- It shall be only a matte white.

Aluminum Foil

The lining shall be silver tin from the inside.

Cigarette Carton

Information message

- A statement on one of the outer side surfaces covering 50% of the entire side surface.
- Black text in Helvetic font on a white background with a matt finish.
- Framed by a black border with a width of one-millimeter.

Bar code

- In black and white Pantone 448C and white.
- To be written one time only and not to appear on the front surface.

Brand and Variant Name

- Only on the front, and either sides of the small surfaces
- In alphanumeric code only.
- Either in Arabic or English.
- In Helvetica font.
- No larger than 10 points in size for the variant name and 14 points in size for the brand name.
- In drab Pantone Cool Gray 2 c.
- A brand name on one line and variant name on another line directly under the brand name.

Measurement Mark

- Arabic numbers only.
- Text in either Arabic or English.
- The number to be followed by the word "Cigarettes".
- In alphanumeric code only.
- In Helvetic font.
- In Pantone cool gray 2c with a matt finish.
- No larger than 14 points in size.

الدخان يحتوي على أكثر من
70 مادة تسبب السرطان

التدخين يسبب
انسداد الشرايين

للإقلاع عن التدخين اتصل على 937

10×20 سيجارة

العلامة التجارية
النـــوع

Warning Statement

- To appear on the front and the back, covering 65% of the entire surface, and containing a "stop smoking" statement, message and graphic .
- White text in Helvetica font on a black background with a matt finish.
- A "Stop smoking" message in black Helvetica font on a yellow background with a matt finish.
- Drab graphic.

Bar code

- Not to appear on the front surface of the packet or carton.
- Not to conceal or distort the warning statement, the information or the health message.

Roll-Your-Own Tobacco Packs - Front

Warning Statement

- To appear on the front and the back, covering 65% of the entire surface, and containing a "stop smoking" statement, message and graphic.
- White text in Helvetica font on a black background with a matt finish.
- A "Stop smoking" message in black Helvetica font on a yellow background with a matt finish.
- Drab graphic.

Measurement Mark

- Weight expressed in grams.
- Only Arabic numbers.
- Text in either Arabic or English.
- The metric system unit can be followed by the English text "Pipe Tobacco", "Rolling Tobacco", "Hand Rolling Tobacco", or the Arabic text "تبغ لف يدوي", "تبغ أنبوب", "تبغ لف" annexed with "gm" or "جم".
- In alphanumeric code only.
- In Helvetic font.
- In Pantone cool gray 2c with a matt finish.
- No larger than 10 points in size.

Roll-Your-Own Tobacco Packs-Front

Brand and Variant Name

- To appear only one time on the front surface of the package.
- In alphanumeric code only.
- Either in Arabic or English.
- In Helvetica font.
- In drab Pantone Cool Gray 2 c.
- A brand name on one line and variant name on another line directly under the brand name.
- No larger than 10 points in size for the variant name and 14 points in size for the brand name.
  .

Roll-Your-Own Tobacco Packs-Back

Bar code

Colour:

- Black and white, or Pantone 448C and white.
- To have only one barcode and not to be displayed on the front surface of the package.

Tax Stamps

- Not to conceal or distort the warning statement, the information or health message.

Tear tape

- Clear and transparent and not coloured or marked.

Cigar Box – Front

Warning Statement

- To appear on the front and the back, covering 65% of the entire surface, and containing a "stop smoking" statement, message and graphic .
- White text in Helvetica font on a black background with a matt finish.
- A "Stop smoking" message in black Helvetica font on a yellow background with a matt finish.
- Drab graphic.

Tax stamp

- Not to be used on the front surface of the box or single package.
- Not to conceal or distort the warning statement, the information or health message.

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النوع
10 سيجارة

Brand and Variant Name

- To appear once on the front and on either sides of the package.
- In alphanumeric code only.
- Either in Arabic or English.

Cigar Box- Back

Measurement Mark

- Arabic numbers only.
- Text in either Arabic or English.
- The number to be followed by "Cigar" or "سيجار."
- In alphanumeric code only.
- In Helvetic font.
- In Pantone cool gray 2c with a matt finish.
- No larger than 10 points in size.
- Only on the front surface.

Bar code

- In black and white or Pantone 448C and white.
- To appear once, but not on the front surface

Hookah Tobacco "maassel" Box - Front

Information message

- A statement on one of the outer side surfaces covering 50% of the entire surface.
- In the Arabic or English language.
- In black Helvetica font on a white background with a matt finish.
- Framed by a black border with a width of one-millimeter

Tax Stamps

- The tax stamp shall not appear on the front side of the packaging. Single or cigarette pack cartoon.
- The tax stamps shall not cover any part of the health

Brand and Type Name

- shall not include any non - alphabetical or numeric characters.
- Shall be written in Arabic or English.
- Shall be Helvetica font type.
- The font size shall be 10 for the type and 14 for the brand name.
- The font color shall be Pantone cool gray 2 C matte.
- The brand name shall be written in one line and the type of name in another line. Directly under the brand name.

Health warning

- shall be on the front and back of the packaging and covered. 65% of the entire side including a phrase, warning text statements, and an image.
- The phrase shall be written in white and in Helvetica font on a matte, black background.
- The warning text statements shall be written in black and in Helvetica font on a matte yellow background.
- The image shall be matte.

Measurement Mark

- The phrase shall be the weight in the unit of gram contained in the single packaging.
- The number shall be written in Arabic only.
- The phrase shall be written in Arabic or English.
- The weight may be followed by " معسل " in Arabic. Or in English "Almeassel Tobacco".
- The weight number shall be attached to the word "G" or "جم".
- The phrase shall not have any non-alphabetical or numeric character.
- The font type shall be Helvetica.
- The font color shall be Pantone cool gray 2 C matte.
- The size of the font line shall be 10 for single packaging.

Back Side of the Almeassel Tobacco (Single Packaging)

Barcode

- A Black and white barcode or pantone (448 C) and white.
- Appears once and shall not be in the front side of the packaging.

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التدخين يقتل
أقلع الآن

500g

Warning Text Statements

- Shall be in the form of a phrase on one side of the packaging, covering 50% of the entire area of the side.

- The phrase shall be written in black on a white matte background.
- the line type is Helvetica.
- The phrase shall be written in Arabic.
- Shall be surrounded by all sides by black and 1 millimeter width.
- The text warning statement shall be placed on the farther end of the top folding cover.

Hookah Tobacco "maassel" Single Package – Front

Brand and Variant Name

- To appear only one time on the front, the back and on the lid of each pack and box.
- In alphanumeric code only.
- Text in either Arabic or English.
- In Helvetica font.
- No larger than 10 points in size for the variant name and 14 points in
  size for the brand name.
- In drab Pantone Cool Gray 2 c.
- A brand name on one line and variant name on another line directly under the brand name.

Single Almeassel Tobacco Packaging (Front Side)

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500g

Measurement Mark

- To appear only one time on the front, the back and on the lid of each pack and box.
- In alphanumeric code only.
- Text in either Arabic or English.
- In Helvetica font.
- No larger than 10 points in size for the variant name and 14 points in size for the brand name.
- In drab Pantone Cool Gray 2 c.
- A brand name on one line and variant name on another line directly under the brand name.

Hookah Tobacco "maassel" Single Package - Back

Warning Statement

- To appear on the front and the back, covering 65% of the entire surface, and containing a "stop smoking" statement, message and graphic.
- White text in Helvetica font on a black background with a matt finish.
- A "Stop smoking" message in black Helvetica font on a yellow background with a matt finish.
- Drab graphic.

Tax Stamps

- Not to be used on the front surface of the box or single package.
- Not to conceal or distort the warning statement, the information or health message.

Bar code

Colour:

Black and white, or Pantone 448C and white.
To have only one barcode and not to be displayed on the front surface of the package.