

From the Tobacco & Alcohol Market Coordination Committee:

Tobacco & Alcohol Market Coordination Committee's Decision

Decision No. : 4721
Decision Date : 05.13.2009

The Tobacco & Alcohol Market Coordination Committee has decided to set forth as follows the procedures and rules related to composite warnings based on the Guide on Procedures and Rules Related to Production, Labeling, and Inspection of Tobacco Products for the Purpose of Protection from the Harms of Tobacco Products, Article 7, Clause 10. The Decision herein is to be published in the Official Gazette.

Definitions

Article 1 – The following terms shall be defined as follows:

“Pack” – A packaging unit used for retail sale of tobacco products and made of any material, apart from the additional transparent wrapping.

“Carton” – Apart from the additional transparent wrapping, a package, made of any material and designed for retail sale, which contains more than one unit of tobacco products of the same brand and product type.

“Additional Transparent Wrapping” – External transparent wrapping placed over packaging units and cartons of tobacco products designed for retail sale, so that any label information is easily noticeable and readable.

“Source List” – Electronic list containing “composite warnings” maintained by the Committee.

“Composite Warning” – Texts of warnings specified in the Appendix of the Guide on Procedures and Rules Related to Production, Labeling, and Inspection of Tobacco Products for the Purpose of Protection from the Harms of Tobacco Products or any other equivalent warnings consisting of texts, photographs, graphics or pictures specified in the source list.

Provision of Composite Warnings

Article 2 – Composite warnings shall be published on the Committee's website and provided by the Committee in an electronic format.

Use of Composite Warnings

Article 3 – Composite warnings shall occupy the most visible, broad front side of a packaging unit of all legal tobacco products, save for smokeless tobacco products, starting from the top of the side where the cover of the pack or the tax stamp ends.

Composite warnings shall be framed with a black line, of 3-4 mm width, provided that the frame does not intervene with the textual and/or visual components of the warning.

Composite warnings, along with the black line, shall occupy no less than sixty-five percent (65%) of the surface area.

The term "the most visible, broad front side" means the opening side of a hard pack or the most visible side of a soft pack.

In case of different tobacco pack types, the Committee shall define which side shall be regarded as the most visible, broad front side when evaluating the application.

A composite warning shall be positioned in parallel with the top corner of the side it occupies and in the same direction as any other information printed on that side.

A composite warning shall be printed in such a manner that it is stationary and cannot be erased. However, it may also be glued to any tobacco products, except for cigarette packs, in such a manner that it cannot be removed.

Composite warnings shall be applied on the most visible, broad front side of packaging units of all tobacco products on a rotation basis.

Tobacco companies shall plan and apply their production and import programs complying with the following rule: each of composite warnings shall be used for the period of 14 months, with the ratio of 5%-9%, on each type of tobacco products.

Any procedures and rules related to packaging units of tobacco products as set forth in the Decision herein, shall also apply for tobacco cartons.

Technical Requirements Related to Visual Integrity and Printing of Composite Warnings

Article 4 – For composite warnings, the minimum requirement is Four Color / Cyan-Magenta-Yellow-Black (CMYK) / 133 LPI for each 2.54 cm.

No other label, tax stamp, price tags, or any other components shall intervene with the textual and/or visual components of composite warnings.

A composite warning shall be placed on the surface in such a manner that it does not prevent or intervene with the opening of the pack.

The texts of composite warnings shall :

- a) Be written in Turkish. No foreign terms which have Turkish equivalents may be used.
- b) Be printed using the Helvetica font.
- c) Only the first letter shall be capitalized. The gap between the rows shall be equal to the size of the font.
- d) Be placed closer to the left side, within the allocated area.
- e) The words within the text shall not be separated using the hyphen sign (-).

Composite warnings, defined as integral images, shall be applied without modifying any textual and/or visual components in terms of their format, dimensions, coloring, or graphics.

However, when required by the size of the package, the Committee may decide to move the additional warning, the corresponding text, photograph, graphics, or pictures of such additional warning, to the right side or to the bottom area, when evaluating the applications.