

SUPD PAPER CUPS LABELING

From July 2021 the EU Single Use Plastic Directive (SUPD) requires standard “Plastic in Product” marking for the range of packaging items, including beverage paper cups, which are made partly of plastic. Perfectly legible and indelible labeling is necessary regardless of plastic content level in the product.



HERE'S WHAT YOU NEED TO KNOW

- Paper cups that are to be sold in EU countries **after July 3rd 2021 must have the label.**
- Until 2022 July 4, the products may be labeled with **stickers.**
- The label must contain the **language** of the country the product is used in.
- Labeling is mandatory on all paper cups with **PE or PLA coating.**
- For our paper cups with **water-based barrier coating** labeling is not mandatory.



HOW TO PREPARE A DESIGN FILE WITH SUPD PAPER CUPS LABELING

Colours

The colours to be used for labeling are:

- 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

Dimensions

- Horizontal on cup, away from drinking area.
- For cups < 500ml – 1.4cm by 2.8cm



Note: the black line bordering the marking is not part thereof. Its only purpose is to show the thin white line bordering the marking.

Fonts, Size & Resolution

The information text **PLASTIC IN PRODUCT** (or its language alternative) must be in upper case and in **Helvetica Bold**.

The font size for 4oz, 8oz, 12oz or 16oz paper cups (less than 500 ml) must be a minimum of 5 pt. Minimum resolution of 300 dots per inch when printed in actual size.

Language

When the information text is translated into another or several official languages, the translated information text must 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.

The official wordings for each language are:

| | |
|------------|------------------------------|
| Bulgarian | ПРОДУКТЪТ СЪДЪРЖА ПЛАСТМАСА |
| Spanish | PLÁSTICO EN EL PRODUCTO |
| Czech | VÝROBEK OBSAHUJE PLAST |
| Danish | PLASTIK I PRODUKTET |
| German | PRODUKT ENTHÄLT KUNSTSTOFF |
| Estonia | OODE SISALDAB PLASTI |
| Greek | ΠΛΑΣΤΙΚΟ ΣΤΟ ΠΡΟΪΟΝ |
| English | PLASTIC IN PRODUCT |
| French | PLASTIQUE DANS LE PRODUIT |
| Croatian | PLASTIKA U PROIZVODU |
| Italian | PLASTICA NEL PRODOTTO |
| Latvian | IZSTRĀDĀJUMĀ IR PLASTMASA |
| Lithuanian | GAMINYJE YRA PLASTIKO |
| Hungarian | A TERMÉK MŰANYAGOT TARTALMAZ |
| Maltese | IL-PRODOTT FIH IL-PLASTIK |
| Dutch | PRODUCT BEVAT PLASTIC |
| Polish | ZAWIERA PLASTIK |
| Portugese | PLÁSTICO NO PRODUTO |
| Romainian | PLASTIC ÎN PRODUS |
| Slovak | PRODUKT OBSAHUJE PLASTY |
| Slovenian | PLASTIKA V PROIZVODU |
| Finnish | TUOTTEESSA ON MUOVIA |
| Swedish | PRODUKTEN INNEHÅLLER PLAST |



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