

Order on the standardisation of tobacco packages, herbal products for smoking and technical equipment used with heated tobacco¹⁾

Pursuant to Section 21a(3) and Section 30a(2) of the Act on tobacco products, etc., cf. Consolidation Act No 1161 of 4 November 2024, as amended by Act No 1669 of 30 December 2024, the following is laid down

Chapter 1

Definitions

Section 1. The following definitions apply for the purposes of this Order:

- 1) Lining: Paper or foil inside a unit packet.
- 2) Trade mark: The trade mark under which the product is marketed. For tobacco products and herbal products for smoking, it is the trade mark under which the product is marketed in the Member State to which the information is reported and notified under Order No 611 of 07/06/2016.
- 3) Product name: Any 'product name' under which the product is marketed. For tobacco products and herbal products for smoking, it is the 'product name' under which it is marketed in the Member State to which the information on the product is reported and notified under Order No 611 of 07/06/2016.
- 4) Unit packet: The minimum individual packet of a marketed tobacco product, herbal product for smoking or technical equipment used with heated tobacco.
- 5) Wrapping material: Transparent, colourless material enclosing one or more unit packets and outer packaging.
- 6) Outer packaging: Any packaging in which tobacco, herbal products for smoking, technical equipment used with heated tobacco, or related products are marketed and which encloses one or more unit packets.
- 7) Outer surfaces: Surfaces that are visible when a unit packet is closed and/or the outer packaging is unbroken.
- 8) Inner surfaces: Surfaces that are not visible when the unit packet is closed.
- 9) Matt: that a surface appears completely matt, and thus not shiny, glossy, shimmering or the like.
- 10) Strip: A tear strip that can be used to open a unit packet, outer packaging or wrapping material.
- 11) Technical equipment used with heated tobacco: Heating source used to heat, activate or otherwise enable the use of heated tobacco.

Chapter 2

Colour requirements and packet elements on unit packets, outer packaging and wrapping material for tobacco products and herbal products for smoking

Section 2. Unit packets of tobacco products and herbal products for smoking and their outer packaging and wrapping material shall have a standardised form in accordance with the requirements in this Order and other legislation regulating the labelling etc. of unit packets, outer packaging and wrapping material for tobacco products and herbal products for smoking. This does not however apply to cigars and pipe tobacco.

¹⁾ A draft of this order has been notified in accordance with Directive (EU) 2015/1535 of the European Parliament and of the Council laying down a procedure for the provision of information in the field of technical regulations and of rules on Information Society services (codification).

Paragraph 2. Unit packets, outer packaging and wrapping material may only be labelled etc. following this Order and other legislation.

Paragraph 3. Inserts that have no function for the product may not be placed in the package.

Section 3. Inner surfaces of unit packets shall be matt Pantone 448 C, white, or silver-grey and outer packaging shall be matt Pantone 448 C.

Paragraph 2. Sealing tape for unit packets or outer packaging for tobacco products and herbal products for smoking shall be square, transparent and colourless.

Section 4. Lining that can be seen when the unit packet is open shall be in the colour matt Pantone 448 C, white, or silver-grey.

Paragraph 2. The lining shall not bear any letters, numbers, signs, images, symbols or the like and shall be perforated only in such a way that the perforation does not form an image, symbol, text, sign or similar.

Section 5. All elements of unit packets and outer packaging of tobacco products and herbal products for smoking, and outer packaging, shall be tasteless and odourless and may not include technical solutions or devices whose sole purpose is to produce a sound effect.

Chapter 3

Surfaces etc. on unit packets and outer packaging of tobacco products and herbal products for smoking

Section 6. Surfaces shall be flat and smooth and may not contain irregular elements such as marking, embossing, texture, indentations, bumps or other features in form or structure.

Paragraph 2. Exempted are certain elements necessary to close pouch-shaped packages.

Paragraph 3. Exempted are certain elements on cylindrical packets necessary to attach the base, to open and close the lid, or to compartments of used tobacco products.

Paragraph 4. Exemptions under Section 6(2) and (3) shall apply only as long as the unevenness does not otherwise give the package a unique appearance or awareness-raising effect or may not in any other way be considered to be in contravention of the requirement for a standardised design for all products containing tobacco or an herbal product for smoking.

Section 7. Surfaces, etc. of unit packets and outer packaging may be applied only to elements laid down by law.

Chapter 4

Wrapping material of unit packets and outer packaging on tobacco products and herbal products for smoking

Section 8. Unit packets and outer packaging may be covered by wrapping material.

Paragraph 2. Wrapping material shall be flat and smooth and may not contain irregular elements such as marking, embossing, texture, indentations, bumps or anything else in shape or structure.

Paragraph 3. Strips used to open wrapping material shall be transparent or black. It may be up to 3 millimetres wide and shall be parallel to the top edge of the packet. The strip may have a continuous, transparent or black line not longer than 15 mm which marks where the strip starts.

Paragraph 4. A black strip may not cover or conceal health warnings or other labelling etc. on the package following from other legislation.

Paragraph 5. The wrapping material may be applied only to elements necessary for the production process and may not alter the standardised expression.

Chapter 5

Labelling etc. on unit packets and outer packaging of tobacco products and herbal products for smoking

Section 9. Labelling under this Order may not wholly or partly conceal text, warnings or other labelling etc. following from other legislation.

Section 10. Unit packets and outer packaging may be given markings in two places with the trade mark and product name. The text inscribed

- 1) may consist of lowercase letters a-å, but such that the initial letter can be uppercase;
- 2) may consist of the numbers 0-9;
- 3) may consist of the symbols aigu (‘), apostrophe (‘) and the ampersand (&);
- 4) shall be in the Helvetica typeface;
- 5) shall be of the colour matt Pantone Cool Gray 2 C;
- 6) shall have a font size of up to 10 point; and
- 7) shall be parallel with the general warning, information statement or combined health warning.

Paragraph 2. The trade mark may occupy one line.

Paragraph 3. The product name may occupy one line and shall be placed directly below the trade mark.

Section 11. Unit packets and outer packaging shall each be labelled once with information on the enterprise name, address, email address, telephone number and country of production formulated as follows: 'Produced in' followed by the name of the country of production. The text inscribed

- 1) may consist of lowercase letters a-å, but such that the initial letter can be uppercase;
- 2) may consist of the numbers 0-9;
- 3) may consist of the symbols aigu (‘), apostrophe (‘) and the ampersand (&);
- 4) may consist of the symbol @ in the e-mail address;
- 5) may be preceded by the symbol + in front of the country code in front of the telephone number;
- 6) shall be in the Helvetica typeface;
- 7) shall be of the colour matt Pantone Cool Gray 2 C; and
- 8) shall have a font size of up to 10 point.

Section 12. Outer packaging containing more than one unit packet may be labelled once as

1) 'Cigarettes', 'Roll-your-own tobacco', 'Waterpipe tobacco', 'Chewing tobacco', 'Nasal tobacco', 'Heated tobacco', 'Other tobacco product' or 'Herbal product for smoking' in accordance with the contents of the package;

- 2) the number of unit packets contained in the package; and
- 3) the number of units in or net weight of a unit packet.

Paragraph 2. The text inscribed

- 1) may consist of lowercase letters a-å, but such that the initial letter can be uppercase;
- 2) may consist of the numbers 0-9;
- 3) shall be in the Helvetica typeface;
- 4) shall be of the colour matt Pantone Cool Gray 2 C;
- 5) shall have a font size of up to 10 point; and
- 6) shall be written in the same direction as the general information warning, the general warning, the information statement or the combined health warning.

Section 13. Unit packets may be labelled once with

1) 'Cigarettes', 'Roll-your-own tobacco', 'Waterpipe tobacco', 'Chewing tobacco', 'Nasal tobacco', 'Heated tobacco', 'Other tobacco product' or 'Herbal product for smoking' in accordance with the contents of the package; and

2) the number of units in or net weight of a unit packet.

Paragraph 2. The text inscribed

1) may consist of lowercase letters a-å, but such that the initial letter can be uppercase;

2) may consist of the numbers 0-9;

3) shall be in the Helvetica typeface;

4) shall be of the colour matt Pantone Cool Gray 2 C;

5) shall have a font size of up to 10 point; and

6) shall be written in the same direction as the general information warning, the general warning, the information statement or the combined health warning.

Section 14. A unit packet with roll-your-own tobacco that contains cigarette paper and/or a cigarette filter and its outer packaging may be labelled once with 'with paper and filter', 'with paper' or 'with filter', as long as the inscribed text

1) consists of lowercase letters, but such that the initial letter can be uppercase;

2) is in the Helvetica typeface;

3) is of the colour matt Pantone Cool Gray 2 C; and

4) has a font size of up to 10 point.

Section 15. Unit packets and outer packaging for smoke-free tobacco may each be labelled once with 'best before' followed by the date. The text inscribed

1) may consist of lowercase letters a-å, but such that the initial letter can be uppercase;

2) may consist of the numbers 0-9;

3) shall be in the Helvetica typeface;

4) shall be of the colour matt Pantone Cool Gray 2 C;

5) shall have a font size of up to 10 point; and

6) shall be written in the same direction as the general information warning, the general warning, the information statement or the combined health warning.

Section 16. Unit packets and outer packaging containing a tobacco product or an herbal product for smoking may each be labelled once with a barcode, provided that

1) it is used for payment purposes, distribution or stock control;

2) it is either of the colour black on a white background or of the colour matt Pantone Cool Gray 2 C on a white background;

3) it does not constitute an image, pattern or symbol imitating anything other than a barcode;

4) it is on the base or the side of the packet.

Section 17. Unit packets and outer packaging containing a tobacco product or herbal product for smoking may bear production labelling, including batch number, provided that the label

1) is used to comply with other applicable rules, including rules on tracking and charges;

2) is either of the colour black on a white background or of the colour matt Pantone Cool Gray 2 C on a white background;

3) does not constitute an image, pattern or symbol imitating anything other than a barcode;

4) is on the base or side of the packet; and

5) may not in any other way be considered to be in contravention of the requirement for a standardised design for all products containing tobacco or an herbal product for smoking.

Chapter 6

Colour requirements and packet elements on unit packets, outer packaging and wrapping material for technical equipment used with heated tobacco

Section 18. Unit packets of technical equipment used with heated tobacco as well as outer packaging and wrapping material shall have a standardised design in accordance with the requirements of this Order and other legislation regulating the labelling, etc., of unit packets, outer packaging and wrapping material on technical equipment used with heated tobacco.

Paragraph 2. Unit packets, outer packaging and wrapping material may only be given labelling, information etc. which follow from this Order and other legislation.

Paragraph 3. Labelling, information, etc. following from other legislation, shall appear in a way that does not give the unit packet or the outer packaging a unique appearance or awareness-raising effect or may not in any other way be considered to be in contravention of the requirement for a standardised design for all products containing technical equipment used with heated tobacco.

Paragraph 4. Inserts that have no function for the use of the product may not be placed in the package. The text inscribed on inserts that have a function for the product

- 1) shall be on a white background;
- 2) may consist of the numbers 0-9;
- 3) shall be in the Helvetica typeface;
- 4) may consist of the symbols parentheses (-), aigu (‘), apostrophe (‘) and the ampersand (&); and
- 5) shall be of the colour black.

Paragraph 5. Section 18(4) shall not apply to illustrations and the like, the sole purpose of which is to explain to the consumer how the product is to be used correctly from a technical point of view. Illustrations and the like shall

- 1) be on a white background;
- 2) be of the colour black.

Paragraph 6. Text, characters, illustrations and the like on package leaflets about the use of the technical equipment under Section 18(4) and (5) may not appear in a manner that promotes greater consumption of the product or other tobacco and nicotine products, contributes to a unique appearance, has an attention-grabbing effect or in any other way may be considered to be in contravention of the requirement for a standardised design.

Section 19. Inner surfaces of unit packets shall be matt Pantone 448 C, white, or silver-grey and outer packaging shall be matt Pantone 448 C.

Paragraph 2. Strips on unit packets or outer packaging of technical equipment used with heated tobacco shall be square, transparent and colourless. It may be up to 3 millimetres wide and shall be parallel to the top edge of the packet.

Section 20. All elements of unit packets and outer packaging of technical equipment used with heated tobacco shall be tasteless and odourless and may not include technical solutions or devices whose sole purpose is to produce a sound effect.

Chapter 7

Surfaces etc. of unit packets and outer packaging of technical equipment used with heated tobacco

Section 21. Surfaces shall be flat and smooth and may not contain irregular elements such as marking, embossing, texture, indentations, bumps or other features in form or structure.

Paragraph 2. Excluded are certain elements necessary for folding the material, fastening the base and opening and closing the unit packet.

Paragraph 3. Excluded are certain elements necessary for folding the material, fastening the base and opening and closing the outer packaging.

Paragraph 4. Exceptions under Section 21(2) and (3) shall only apply as long as the unevenness does not otherwise give the package a unique appearance or awareness-raising effect or may not in any other way be considered to be in contravention of the requirement for a standardised design, for all unit packets and outer packaging containing technical equipment used with heated tobacco.

Section 22. Surfaces, etc. of unit packets and outer packaging may be applied only to elements laid down by law.

Chapter 8

Wrapping material on unit packets and outer packaging of technical equipment used with heated tobacco

Section 23. Unit packets and outer packaging may be covered with transparent colourless wrapping material.

Paragraph 2. Wrapping material shall be flat and smooth and may not contain irregular elements such as marking, embossing, texture, indentations, bumps or anything else in shape or structure.

Paragraph 3. Strips used to open wrapping material shall be transparent or black. It may be up to 3 millimetres wide and shall be parallel to the top edge of the packet. The strip may have a continuous, transparent or black line not longer than 15 mm which marks where the strip starts.

Paragraph 4. A black strip may not cover or hide other labelling, etc. in accordance with other legislation.

Paragraph 5. The wrapping material may be applied only to elements necessary for the production process and may not alter the standardised expression.

Chapter 9

Labelling, etc. on unit packets and outer packaging of technical equipment used with heated tobacco.

Section 24. Labelling under this Order may not wholly or partly conceal text, warnings or other labelling etc. following from other legislation.

Section 25. Unit packets and outer packaging may be given markings in two places with the trade mark and product name. The text inscribed

- 1) may consist of lowercase letters a-å, but such that the initial letter can be uppercase;
- 2) may consist of the numbers 0-9;
- 3) shall be in the Helvetica typeface;
- 4) may consist of the symbols parentheses (-), aigu (‘), apostrophe (‘) and the ampersand (&);
- 5) shall be of the colour matt Pantone Cool Gray 2 C; and
- 6) shall have a font size of up to 10 point.

Paragraph 2. The trade mark may occupy one line.

Paragraph 3. The product name may occupy one line and shall be placed directly below the trade mark.

Section 26. Unit packets and outer packaging containing technical equipment used with heated tobacco may each be labelled once with a barcode, provided that

- 1) it is used for payment purposes, distribution or stock control;
- 2) it is either of the colour black on a white background or of the colour matt Pantone Cool Gray 2 C on a white background;
- 3) it does not constitute an image, pattern or symbol imitating anything other than a barcode;
- 4) it is on the base or side of the packet; and
- 5) it may not in any other way be considered to be in contravention of the requirement for a standardised design for technical equipment used with heated tobacco.

Section 27. Unit packets and outer packaging shall each be labelled once with information on the enterprise name, address, email address, telephone number and country of production formulated as follows: 'Produced in' followed by the name of the country of production. The text inscribed

- 1) may consist of lowercase letters a-å, but such that the initial letter can be uppercase;
- 2) may consist of the numbers 0-9;
- 3) may consist of the symbols aigu (‘), apostrophe (‘) and the ampersand (&);
- 4) may consist of the symbol @ in the e-mail address;
- 5) may be preceded by the symbol + in front of the country code in front of the telephone number;
- 6) shall be in the Helvetica typeface;
- 7) shall be of the colour matt Pantone Cool Gray 2 C; and
- 8) shall have a font size of up to 10 point.

Section 28. Unit packets shall be labelled once with

- 1) 'technical equipment used with heated tobacco' in accordance with the contents of the package; and
- 2) the number of units in or net weight of a unit packet.

Paragraph 2. The text inscribed

- 1) shall be in the Helvetica typeface;
- 2) shall be of the colour matt Pantone Cool Gray 2 C; and
- 3) shall have a font size of up to 10 point.

Section 29. Unit packets and outer packaging for technical equipment used with heated tobacco may be marked with the production labelling and batch number, provided that the label

- 1) is used to comply with other applicable rules;
- 2) is either of the colour black on a white background or of the colour matt Pantone Cool Gray 2 C on a white background;
- 3) does not constitute an image, pattern or symbol imitating anything other than the specific production labelling;
- 4) is on the base or side of the packet; and
- 5) is not otherwise considered as contrary to requirements for a standardised design for all products containing technical equipment used with heated tobacco.

Chapter 10

Functionality, size, etc.

Section 30. Unit packets of technical equipment used with heated tobacco, shall be in a cuboid shape.

Paragraph 2. Unit packets of technical equipment used with heated tobacco shall be of a size corresponding to the contents of the package and thus not greater than that required by the contents.

Section 31. Outer packaging may contain only one unit packet of technical equipment used with heated tobacco and shall be labelled once with 'technical equipment used with heated tobacco' in accordance with the contents of the package.

Paragraph 2. The text inscribed

- 1) shall be in the Helvetica typeface;
- 2) shall be of the colour matt Pantone Cool Gray 2 C; and
- 3) shall have a font size of up to 10 point.

Chapter 11

Penal provisions

Section 32. Unless a higher penalty is due under another law, the person who violates Sections 2–31 is fined.

Paragraph 2. Companies, etc., (legal persons) may be held criminally liable in accordance with the regulations set out in Chapter 5 of the Penal Code.

Chapter 12

Entry into force

Section 33. This Order shall enter into force on 1 July 2025.

Paragraph 2. Order No 781 of 13 June 2023 on the standardisation of tobacco packages and herbal products for smoking is repealed.

The Ministry of the Interior and Health, 4 March 2025

Sophie Løhde

/Anna. D Madsen