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Application A1256

Colour of pregnancy warning labels for corrugated cardboard packaging

We support the pregnancy warning label on cardboard packaging for multiple units being in two colours. Due to cost pressures our cardboard cartons have always been in two colours (black on cardboard). A change to multiple colours would significantly increase the cost of production for us of cardboard packaging which is already more expensive for us than larger producers due to our smaller production runs. This increase in cost would need to be passed onto consumers and would further expand the difference between our small family business produced product and multi-national owned products. Ultimately, this and the numerous other ways that our production costs are higher than larger producers may make continuing production uneconomical and this would result in loss of direct and indirect employment in our regional area. The potential harm caused by having multi-coloured cardboard pregnancy warnings is much greater than the benefit obtained by having multi-coloured pregnancy warnings on outer packaging. We note that the individual units will have the multicoloured labelling and this is the labelling people see at the point of consumption.

Kind regards

[REDACTED]

