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## Packaging — Recommendations for addressing consumer needs

*Emballage — Recommandations pour répondre aux besoins des consommateurs*

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ISO copyright office  
CP 401 • Ch. de Blandonnet 8  
CH-1214 Vernier, Geneva  
Phone: +41 22 749 01 11  
Fax: +41 22 749 09 47  
Email: [copyright@iso.org](mailto:copyright@iso.org)  
Website: [www.iso.org](http://www.iso.org)

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# Contents

Page

<b>Foreword</b> .....	<b>iv</b>
<b>Introduction</b> .....	<b>v</b>
<b>1 Scope</b> .....	<b>1</b>
<b>2 Normative references</b> .....	<b>1</b>
<b>3 Terms and definitions</b> .....	<b>1</b>
<b>4 Safety of packaging</b> .....	<b>4</b>
4.1 Risk assessment and risk reduction.....	4
4.2 Packaging materials.....	4
4.3 Storage of the package and product.....	5
4.4 Safety considerations.....	5
<b>5 Suitability for intended purpose</b> .....	<b>7</b>
5.1 Design.....	7
5.2 Protection.....	7
5.3 Handling.....	7
<b>6 Sustainable use of resources</b> .....	<b>8</b>
6.1 Optimization, reuse and recovery.....	8
6.2 Conservation of resources.....	9
6.3 Cost to the consumer.....	10
<b>7 Information</b> .....	<b>10</b>
7.1 General considerations.....	10
7.1.1 Important information.....	10
7.1.2 Supporting information.....	10
7.2 Durability.....	11
7.3 Recognizability and uniformity.....	11
7.4 Legibility of text.....	11
7.5 Colour.....	13
<b>Annex A (informative) Illustration of x-height</b> .....	<b>14</b>
<b>Annex B (informative) Components of x-height</b> .....	<b>17</b>
<b>Bibliography</b> .....	<b>18</b>

## Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

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This document was prepared by the ISO Committee on Consumer Policy (COPOLCO).

This second edition cancels and replaces the first edition (ISO/IEC Guide 41:2003), which has been technically revised.

The main changes compared to the previous edition are as follows:

- expansion of the scope to include secondary and tertiary packaging, and other aspects such as labelling information and distribution channels;
- additional provisions on safety and sustainability of packaging to address the needs of vulnerable consumers;
- reference to ISO 18601 and related documents on packaging and the environment;
- additional guidance for suitability for intended purpose;
- integration of the iterative process of risk assessment and risk reduction using the approach of ISO/IEC Guide 51;
- updated references to other ISO/IEC Guides on product information for consumers, instructions for use of consumer products, child safety, safety aspects in standards and accessibility;
- addition of clauses on presentation of information, recognizability and uniformity, and legibility of text.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).