

# **Draft Regulations on standardised electronic cigarettes and refill containers**

## **§ 1 Definitions**

- “insert” refers to any element that is placed in a product packaging with the exception of the lining.
- “trademark” refers to characteristics of products or services in business activities in accordance with the Trademarks Act.
- “brand name” refers to the primary name of products belonging to the same brand family.
- “variant name” refers to any name by which the product is distinguished from other products under the same brand name.
- “unit packet” refers to the smallest individual packaging of an electronic cigarette or refill container intended for retail sale.
- “external packaging” refers to any packaging containing the products intended for retail sale.
- “wrapping” refers to cellophane or plastic wrapper, or other transparent material used to contain an individual packet or external packaging of an electronic cigarette or refill container.
- “outer surfaces” refers to any surface that is visible before the packaging is opened to reveal unit packets and outside packaging of electronic cigarettes and refill containers.
- “inner surfaces” refers to the part of the packaging that is not encompassed by outer surfaces.

## **§ 2 General provisions on labelling requirements for electronic cigarettes etc.**

It is prohibited to import into Norway, sell, or otherwise hand over electronic cigarettes and refill containers unless the product and its packaging are labelled and designed in accordance with these regulations.

The first paragraph does not apply to the quota for travellers to Norway to legally bring in duty- and tax-free or small quantities of electronic cigarettes and refill containers for personal use as travel goods.

## **§ 3 Colour and design of electronic cigarettes**

Electronic cigarettes must be in black, white, silver-gray, or matte Pantone 448 C. Such products may not be designed as a toy figure or in any other way that particularly appeals to children.

## **§ 4 Colour and gloss level for packaging**

All outer surfaces of external packaging and individual packaging for electronic cigarettes and refill containers must be in matte Pantone 448 C, unless otherwise specified by law or regulation.

All inner surfaces of external packaging and individual packaging for electronic cigarettes and refill containers must be in matte Pantone 448 C, white, or silver-gray.

### **§ 5 Design and colour of refill containers**

Refill containers must be cylindrical in shape with a funnel-shaped nozzle.

Refill containers must be transparent and colourless.

The surfaces must be flat and smooth, without irregular elements such as embossing, protrusions, etc., in shape or texture.

Lids must be transparent, white, or black.

If refill containers are labelled, the labels must match the colour of the product packaging.

### **§ 6 Colour of e-cigarette liquid**

E-cigarette liquid must be colourless or pale yellow.

Colour additives or other elements that alter the colour or character of the e-cigarette liquid are not permitted.

### **§ 7 Surfaces**

All outer and inner surfaces of external packaging and individual packaging must:

a) be flat and smooth, and

b) not contain irregular elements such as embossing, protrusions, etc., in shape or texture.

The first paragraph does not apply to elements necessary for securing the base, folding the material, or closing individual or external packaging. However, the exception does not apply if the elements contribute to giving the individual or external packaging a distinctive appearance, attract attention, or otherwise conflict with the requirement for standardised design.

### **§ 8 Wrapping material**

Individual packaging and external packaging may be covered with wrapping material, provided that it is transparent and colourless. The wrapping material must also be flat and smooth, without markings or textures, including indentations or protrusions, which are not necessary for the production process. No elements may be attached to the wrapping material.

Tear strips must be either transparent or black. They may not exceed 3 millimetres in width and must run parallel to the top edge of the packaging. The strip may have a continuous black line up to 15 millimetres long to indicate its starting point. If the strip is black, it must not obscure health warnings or other mandatory labelling required by law or regulation.

The wrapping material may be marked with black squares to cover the barcode if necessary.

### **§ 9 Barcode**

Wrapping material, external packaging, and individual packaging may be marked with a barcode if:

- a) it is used for sales purposes, distribution, or inventory control,
- b) it is either black and white or Pantone 448 C and white, and
- c) it does not constitute an image, pattern, or symbol resembling anything other than a barcode.

The barcode may only be printed once and may not be printed on the front of the individual packaging or external packaging. The barcode may be a self-adhesive label.

### **§ 10 Product ID requirements**

External packaging and individual packaging of electronic cigarettes and refill containers for sale in Norway must bear a product ID (EC-ID).

The applied labelling, as mentioned in the first paragraph, must meet the following requirements:

- a) it may only consist of the letters a-å or the numbers 0-9,
- b) the first letter of a word is either uppercase or lowercase, and the rest of the word must be in lowercase letters,
- c) the font must be Helvetica,
- d) the font colour must be matte Pantone Cool Gray 2 C,
- e) the font weight must be normal,
- f) the font size must be size 10 pt,
- g) the labelling must be in the same direction as the health warning.

### **§ 11 Inserts in packaging**

It is prohibited to include inserts or additional elements in an individual package or external packaging, beyond the user manual that must be included with electronic cigarettes and refill containers.

### **§ 12 Prohibition of certain packaging elements**

The packaging must not emit sound, light, odour, or taste effects. It is prohibited to use packaging elements that change after sale, including:

- a) heat-activated ink,
- b) ink or elements that become visible over time,
- c) ink that is fluorescent under certain types of light,
- d) parts of the packaging that can be scraped to reveal an image or text,
- e) removable labels, or
- f) surfaces that can be unfolded.

### **§ 13 Material and shape requirements for individual packaging and external packaging**

Individual packaging and external packaging for electronic cigarettes and refill containers must be made of cardboard or other soft material and have a cuboid shape.

#### **§ 14 General provisions on labelling of brand and variant names on packaging for electronic cigarettes and refill containers**

External packaging and individual packaging for electronic cigarettes and refill containers may be labelled with a brand name and variant name, provided the following requirements are met:

- a) the labelling may only consist of the letters a-å, the numbers 0-9, or the symbol "&",
- b) the first letter of a word may be either uppercase or lowercase, and the rest of the word must be in lowercase letters,
- c) the font must be Helvetica,
- d) the font colour must be matte Pantone Cool Gray 2 C,
- e) the font weight must be normal,
- f) the brand name must be written on a maximum of one line and must not exceed 14 pt,
- g) the variant name must be placed directly below the brand name, written on a maximum of one line, and must not exceed 10 pt.

The brand name and variant name can be printed once on the front of the individual packaging or external packaging, and once on each of the two smallest surfaces.

The brand name and variant name must be centred on the specified surface outside the area reserved for warning labelling and must have the same orientation as the health warning.

#### **§ 15 Labelling with information about the producer**

Individual packaging or external packaging for electronic cigarettes and refill containers may be labelled once on either the outer or inner surfaces with the following information:

- a) producer name,
- b) producer's postal address,
- c) producer's email address,
- d) producer's phone number.

The labelling must:

- a) consist only of the letters a-å, the numbers 0-9, or the symbol "&". Email addresses may include the symbol "@",
- b) be written with an uppercase or lowercase initial letter, with the rest of the word written in lowercase letters,
- c) be printed in Helvetica font,
- d) on outer surfaces of external packaging and individual packaging, be matte with the colour Pantone Cool Gray 2 C,
- e) on inner surfaces of external packaging and individual packaging, be either matte with the colour Pantone Cool Gray 2 C, matte Pantone 448 C, or matte black,
- f) the font weight must be normal and not exceed 10 pt,
- g) not be printed on the front of the individual packaging or external packaging.

## **§ 16 Transition period**

Nicotine-free e-cigarettes and refill containers, as well as the packaging for these products, must be designed and labelled in accordance with the provisions of this regulation when placed on the market in Norway to retailers and consumers by (date).

For nicotine-containing e-cigarettes and refill containers, as well as the packaging for these products, the requirements of this regulation apply from the date the regulations enter into force.