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Application A1256

Colour of pregnancy warning labels for corrugated cardboard packaging

Please keep this simple, allow manufacturers to place it anywhere they need to, and no more than 1 or max 2 colours, and an alternative larger pregnancy warning mark which is simple.

When there are too many colours it creates unnecessary cost for the manufacturer.

The message is simple and legible with only one colour on any medium. Anything more than that is really pushing the perceived benefits of adding extra colour or placement. I would like to see proper scientific research as to why more colours add additional benefit given the increase in costs but realise that is unlikely however please give reasonable consideration to these request for both cardboard, and on the can themselves.