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Application A1256

Colour of pregnancy warning labels for corrugated cardboard packaging

Dear FSANZ team

We are a small producer of craft beer, and use flexographic printing on our cardboard cartons.

Flexo printing is a cost effective print method used across the industry, but it has its limitations. Printing is done using “plates” – one for each colour to be printed. The alignment of these plates is not precise, with potential movement of 2-3mm in any direction, per colour. So, aligning fine details when multiple colours are close together, is near impossible.

Our carton supplier (Johnston Packaging) have advised us they are having problems trying to print the pregnancy logo in the proscribed colours. For example, the red sections of the circle can move 2mm away from the inner circle – thus making it hard to decipher. This would impact the effectiveness of the warning, if it is not legible.

If the requirement for the specified colours were waived, the warning and logo could be printed legibly. Our suggestion would be to simply convert the red sections to black.



This would result in a more legible warning, without detracting from the message.

Sincerely,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]