
STATUTORY INSTRUMENTS

2010 No. 445

**The Tobacco Advertising and Promotion
(Display) (England) Regulations 2010**

Storage units

8.—(1) This regulation applies to indications on storage units of the tobacco products held in the storage unit.

(2) No offence is committed under section 2 of the Act (prohibition of tobacco advertising) if the indication complies with the requirements of paragraph (3).

(3) The requirements are that the indication—

(a) is limited to the following information in relation to tobacco products—

(i) the brand name of the product,

(ii) where pre-packed, the number of units in the packages or, where sold by weight, the net weight of the product,

(iii) in relation only to cigars, the country of origin and dimensions,

(iv) in relation only to pipe tobaccos, the cut and type of tobacco used, and

(v) the price of the product;

(b) is printed—

(i) in black Helvetica plain type on a white background,

(ii) in a font size consistent throughout the text with characters which are no higher than 4 millimetres, and

(iii) in lower case type, except that the first letter of a word may be in upper case type;

(c) does not exceed 9 square centimetres in size;

(d) is limited in number to one indication for each separate location in a storage unit where a particular tobacco product is held; and

(e) does not contain any other feature.

(4) In paragraph (3)(e)—

““other feature” means a logo, trademark, symbol, motto, type-face, colour or pattern of colour, picture, artwork, imagery, appearance, message or other indication that constitutes all or part of the recognisable identity of a product, but does not include a bar code or stock number.”