

PACKAGING LOGO GUIDANCE

JANUARY 2025 - VERSION 1

**Barbour®**

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## OVERVIEW

Legislation in a number of countries sets out labelling requirements for packaging and/or products, with the aim of supporting correct disposal and avoiding greenwashing.

This guide supports BHS22 Disposal Information Labelling for Packaging & Products and sets out details of composition and recycling logo requirements for Barbour's packaging in order to adhere to these requirements and to support consumer's in managing waste.

Please note: Any changes to Barbour packaging must be submitted to Barbour for approval prior to ordering.

If you are designing Barbour packaging which is not detailed in this document, please contact Barbour to discuss.

DOCUMENT UPDATES

NO	DATE	AMENDMENT	SECTION
1	January 2025	Document created	All

# 1.CARE LABELS

1. CARE LABELS

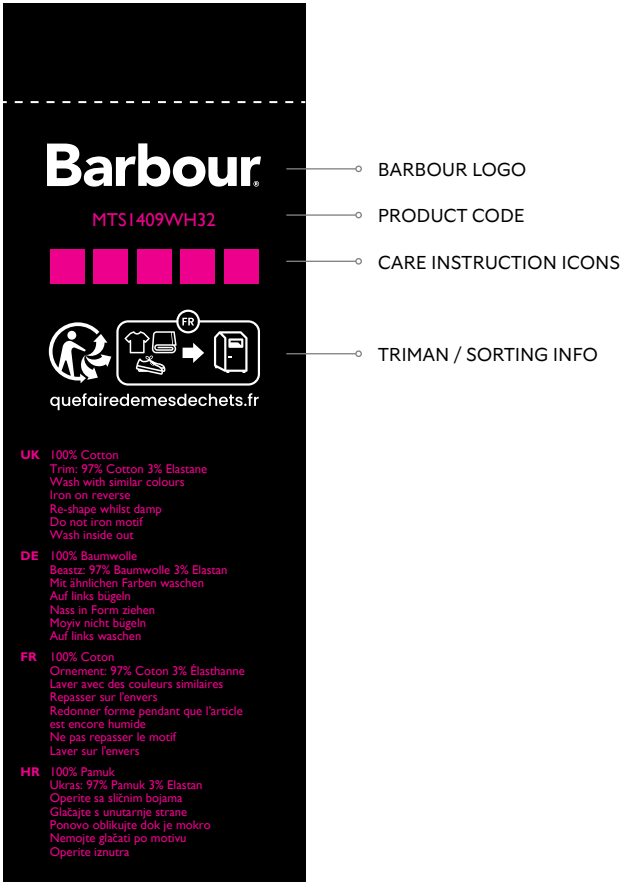
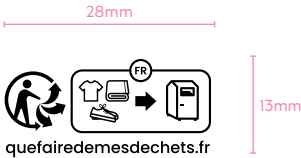
This applies to apparel, footwear and worn accessories.

All products which are apparel, footwear or household linens (excluding 100% leather goods) should have the following logo included on the item’s care label. If the item does not have a care label, please be sure to use the swing ticket design provided on page 11.

Artwork should not be scaled, please follow artwork supplied.

Full width Triman / Sorting info - 28mm x 13mm

All care labels must include the following email address: [customer.care@barbour.com](mailto:customer.care@barbour.com)



# PAPER BASED PACKAGING

GENERAL RULES FOR ALL PAPER-BASED PACKAGING.

## 2. PAPER BASED PACKAGING

General Rules for all paper-based packaging

### COMPOSITION

Any paper-based packaging must not include any lamination or plastic coating.

### FSC LOGOS

We strongly encourage all paper-based packaging to be FSC Recycled, FSC Mix or FSC 100.

FSC logos may be used on Barbour packaging only when the packaging provider is FSC certified. Acceptable FSC logos include FSC 100, FSC Recycled and FSC Mix and the logo should include the certification number of the packaging provider.

*The examples in this document refer to FSC Recycled, but producers can swap this for other FSC logos or remove if the item is not FSC certified.*

The FSC certification number of the packaging producer should be supplied to Barbour ahead of production.

If the packaging is not FSC certified, the FSC logo should not be used on the relevant packaging item.



## 2. PAPER BASED PACKAGING

General Rules for all paper-based packaging

### RECYCLED CONTENT CLAIMS

We strongly encourage all paper-based packaging materials to have at least 50% recycled content.

Claims regarding the recycled content of a packaging item should only be made when the claim is evidenced by one of the below third-party certifications:

- FSC Recycled
- GRS or RCS certification: Scope certificates and transaction certificates for the relevant packaging should be provided. (If a scope certificate can be provided but transaction certificates cannot, then a recycled content claim should not be made).

Recycled content claims must clearly denote:

- What item/component the recycled claims relates to e.g. “This box”, “This hangtag”.
- The % of recycled content in the denoted item e.g. “50% recycled content”.

If the % of recycled content varies, the claim should denote the lowest minimum amount e.g. between 50-70%, the claim should take the form of “at least 50% recycled content”.

E.g. “This box is made from 80% recycled content.”, “This card is made from at least 50% recycled content.”

### RECYCLABLE CONTENT CLAIMS:

Paper-based packaging can also display the claim: “This [insert item type e.g. box] is 100% recyclable”.

# SWING TICKETS

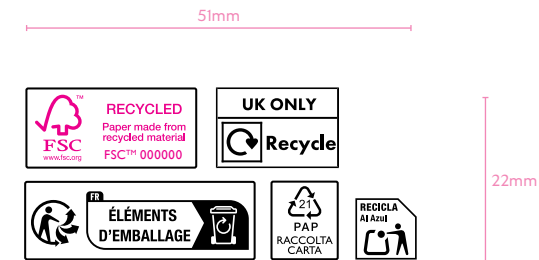
## PRIMARY SWING TICKETS

**FOR GARMENTS WHICH INCLUDE A  
CARE LABEL AS DETAILED ON PAGE 4.**

All swing tickets should use the provided artwork.  
Artwork should not be scaled, please follow  
artwork supplied.

Full width 51mm x 22mm

Please ensure adherence to the “Paper-based  
packaging” guidance on page 6-7

**PLEASE NOTE:**

**FSC MUST BE PRINTED IN BLACK  
ONCE UPDATED BY PRINTER.**

FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be  
aligned centrally.

PRIMARY SWING TICKETS

EXAMPLE OF PLACEMENT FOR GARMENTS WHICH  
INCLUDE A CARE LABEL AS DETAILED ON PAGE 4.



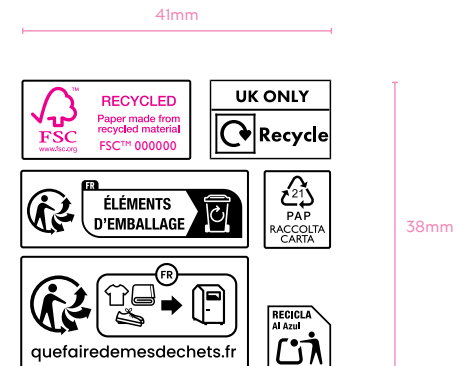
## PRIMARY SWING TICKETS

**FOR GARMENTS THAT DO NOT INCLUDE  
A CARE LABEL AS DETAILED ON PAGE 4.**

All swing tickets should use the provided artwork.  
Artwork should not be scaled, please follow  
artwork supplied.

Full width 41mm x 38mm

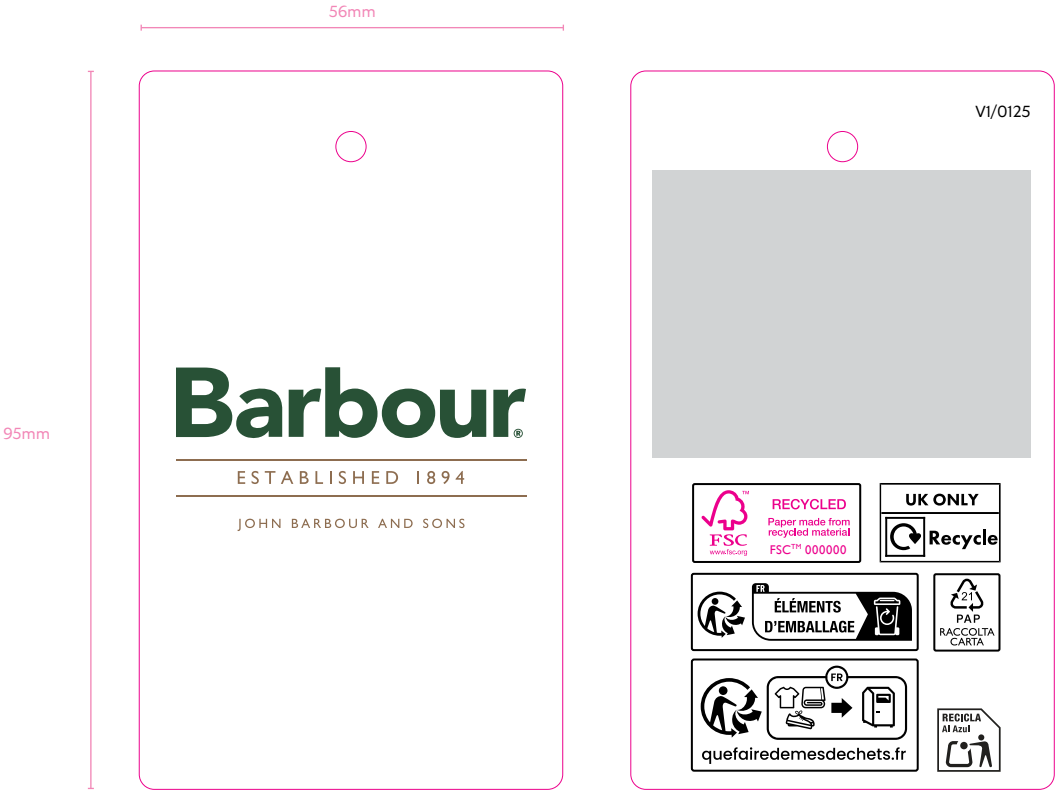
Please ensure adherence to the “Paper-based  
packaging” guidance on page 6-7.

**PLEASE NOTE:****FSC MUST BE PRINTED IN BLACK  
ONCE UPDATED BY PRINTER.**

FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be  
aligned centrally.

PRIMARY SWING TICKETS

EXAMPLE OF PLACEMENT FOR GARMENTS THAT DO NOT INCLUDE A CARE LABEL AS DETAILED ON PAGE 4.



## SECONDARY SWING TICKETS

All secondary and attribution swing tickets should use FSC and PAP only. Artwork should not be scaled, please follow artwork supplied.

Full width 30mm x 9mm

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7



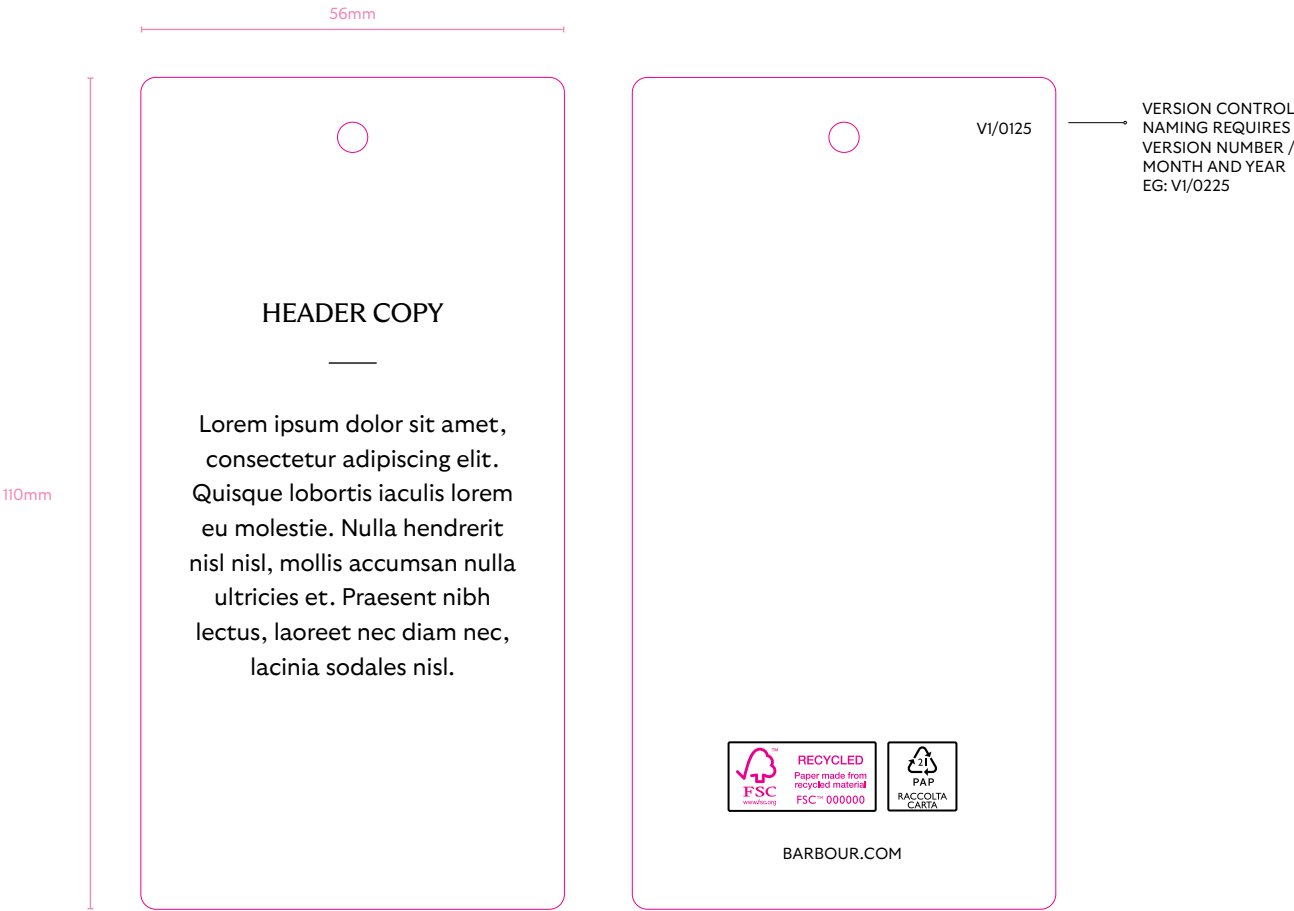
### PLEASE NOTE:

**FSC MUST BE PRINTED IN BLACK  
ONCE UPDATED BY PRINTER.**

FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be  
aligned centrally.

SECONDARY SWING TICKETS

EXAMPLE OF PLACEMENT ON ALL  
SECONDARY AND ATTRIBUTION  
SWING TICKETS





# SHIRT PACKAGING

SHIRT PACKAGING

All shirt paper packaging should use the provided artwork. Artwork should not be scaled, please follow artwork supplied.

Full width 98mm x 21mm

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 7, option 2 can be used:

**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

OPTION 1



PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS

OPTION 2



PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS

SHIRT PACKAGING

Logos can be arranged to fit packaging however they must have sufficient clear space to maintain clarity and ensure an overall cohesive design

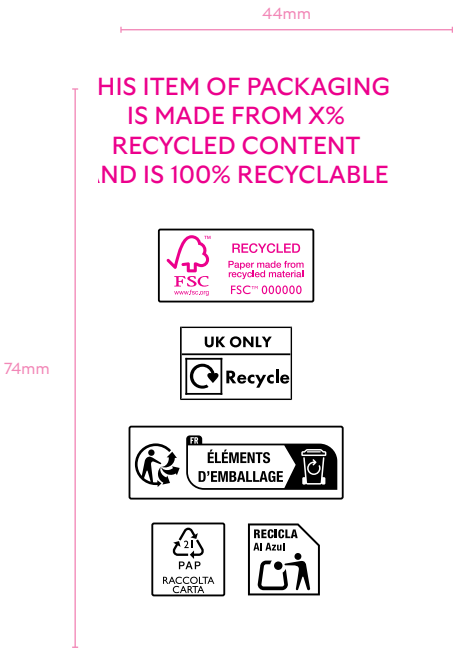
**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

OPTION 1 stacked



PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS

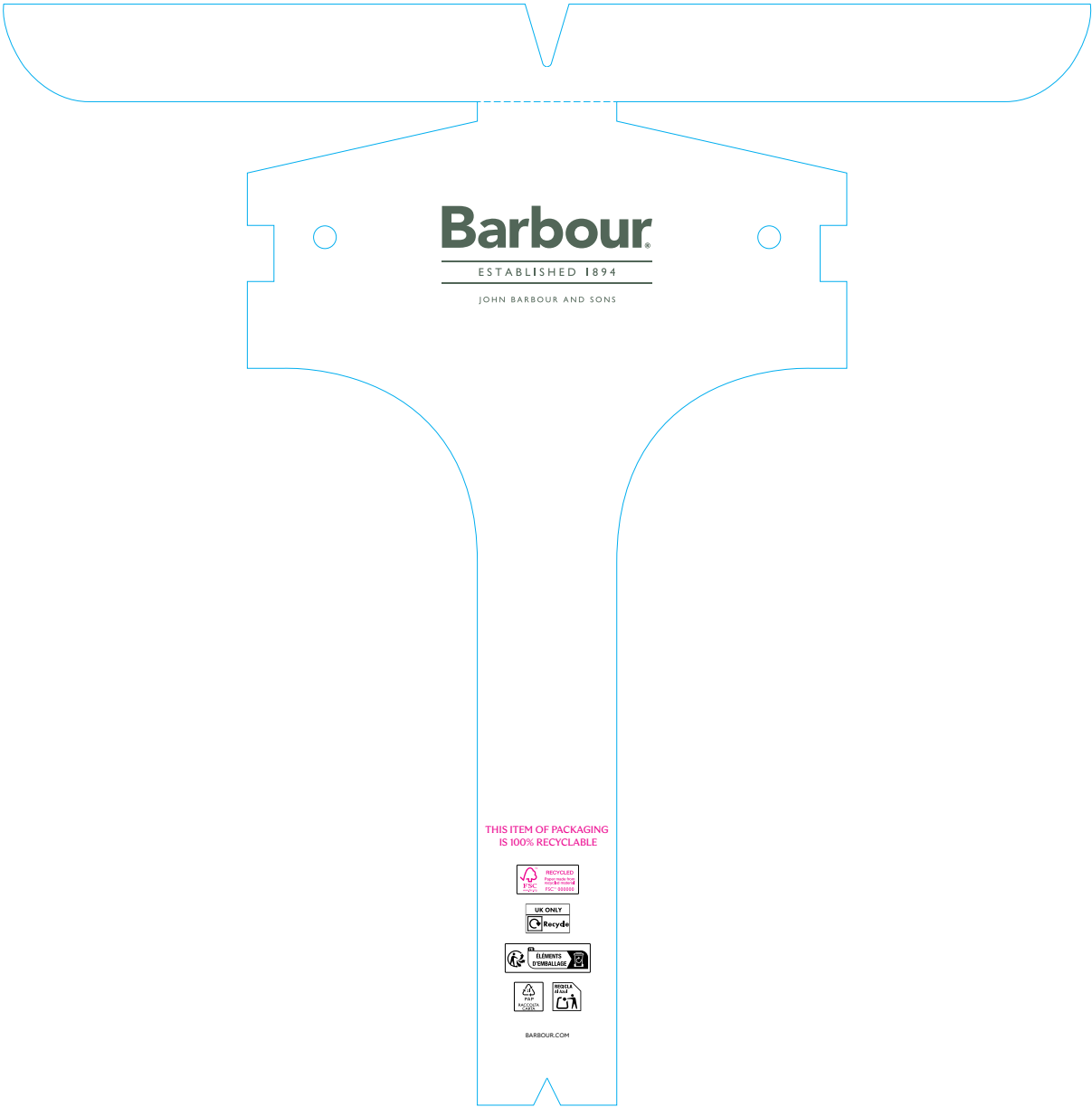
OPTION 2 stacked



PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS

SHIRT PACKAGING

EXAMPLE OF RECYCLING  
LOGO PLACEMENTS



# FOOTWEAR BOXES

FOOTWEAR BOXES

All footwear boxes should use the provided artwork. The following are based on the box being made of corrugated cardboard. If the box is made from non-corrugated cardboard, PAP21 should be used instead of PAP20. Artwork should not be scaled, please follow artwork supplied.

Full width 124mm x 78mm

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 6-7, option 2 can be used:

**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

OPTION 1

PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS

THIS BOX IS 100% RECYCLABLE

UK ONLY

BOX

Recycle

TISSUE

Recycle

20  
PAP  
SCATOLA  
RACCOLTA CARTA

quefaiuredemesdechets.fr

22  
PAP  
IMBALLAGGIO  
RACCOLTA CARTA

FR  
ÉLÉMENTS  
D'EMBALLAGE

RECICLA  
Al Azul

FSC  
www.fsc.org

RECYCLED  
Paper made from  
recycled material  
FSC™ 000000

78mm

124mm

J.BARBOUR AND SONS LTD., SIMONSD, SOUTH SHIELDS, TYNE & WEAR, ENGLAND NE34 9PD.

JBS. EU REPRESENTATIVE, BARBOUR EUROPE GMBH & CO. KG ULMENSTRASSE 134, 40476 DUSSELDORF, GERMANY.

CUSTOMER.CARE@BARBOUR.COM

20

OPTION 2

PLEASE UPDATE RECYCLABLE  
STATEMENT ACCORDING TO  
CONTENT CLAIMS

FOOTWEAR BOXES

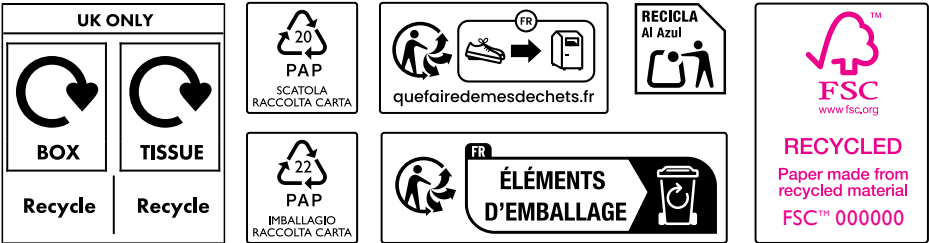
All footwear boxes should use the provided artwork. The following are based on the box being made of corrugated cardboard. If the box is made from non-corrugated cardboard, PAP21 should be used instead of PAP20. Artwork should not be scaled, please follow artwork supplied.

Full width 124mm x 82mm

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 6-7, option 2 can be used:

THIS BOX IS MADE FROM X% RECYCLED  
CONTENT AND IS 100% RECYCLABLE



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CUSTOMER.CARE@BARBOUR.COM

**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

124mm

FOOTWEAR BOXES - WELLIES

EXAMPLE OF RECYCLING  
LOGO PLACEMENTS

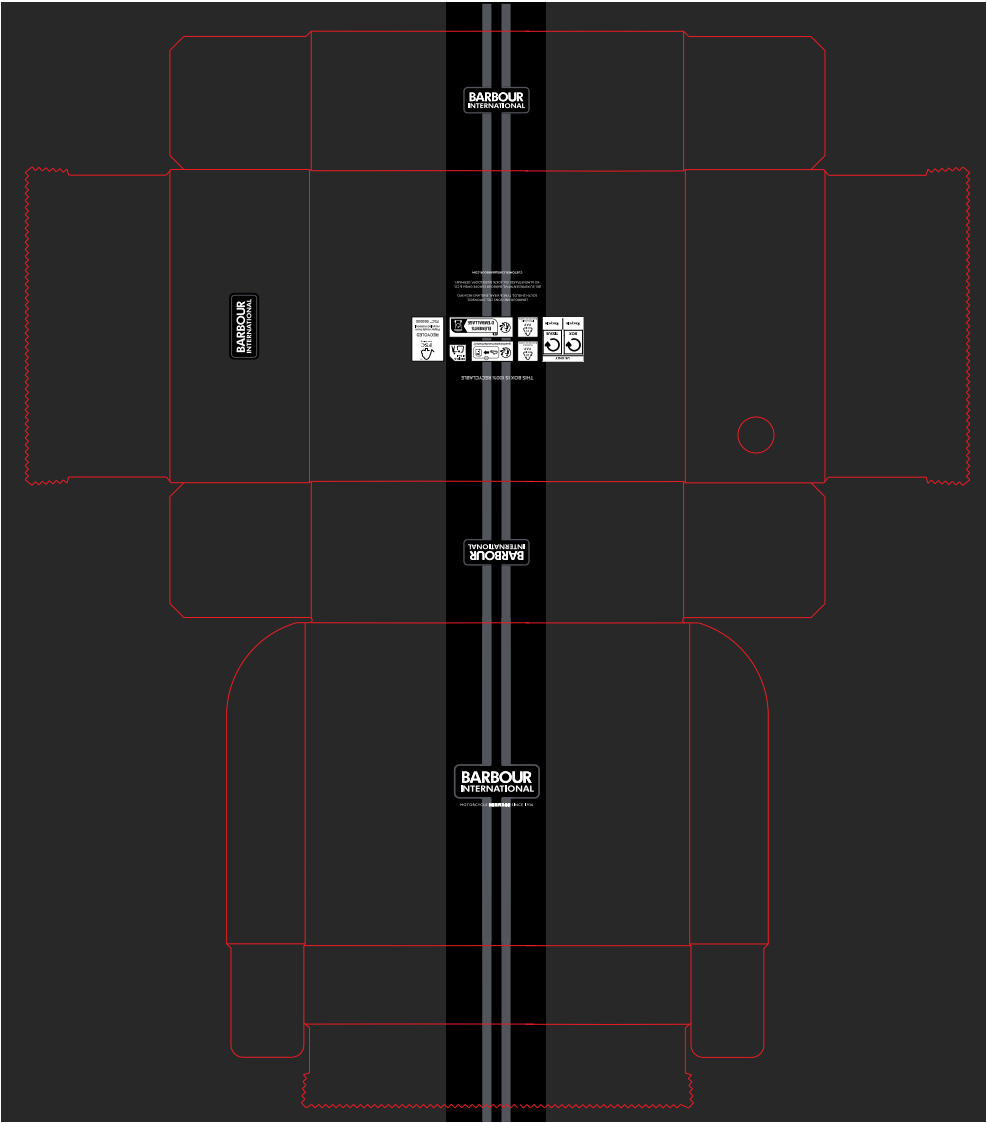


→ RECYCLING LOGOS  
PLACED ON THE BASE  
OF THE BOX



FOOTWEAR BOXES - SHOES

EXAMPLE OF RECYCLING  
LOGO PLACEMENTS



→ RECYCLING LOGOS  
PLACED ON THE BASE  
OF THE BOX

# ACCESSORIES

PAPER-BASED ACCESSORIES PACKAGING E.G. GIFT BOXES, RIDERS ETC.

ACCESSORIES - CARDBOARD GIFT BOXES  
(PRODUCT INCLUDES CARE LABEL AS DETAILED ON PAGE 4)

All accessories CARDBOARD GIFT BOXES, should use the provided artwork when the product included has a care label as detailed on page 4. Artwork should not be scaled, please follow artwork supplied. The following are based on the cardboard packaging being made of non-corrugated cardboard. If the box is made from corrugated cardboard, PAP20 should be used instead of PAP21.

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 6-7, option 2 can be used:

**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

OPTION 1

THIS BOX IS 100% RECYCLABLE



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SOUTH SHIELDS, TYNE & WEAR, ENGLAND NE34 9PD.

JS. EU REPRESENTATIVE, BARBOUR EUROPE GMBH & CO.  
KG ULMENSTRASSE 134, 40476 DUSSELDORF, GERMANY.

CUSTOMER.CARE@BARBOUR.COM

PLEASE UPDATE RECYCLABLE STATEMENT  
ACCORDING TO CONTENT CLAIMS

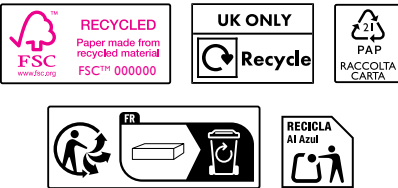
PLEASE UPDATE PAP LOGO ACCORDINGLY

67mm

58mm

OPTION 2

THIS BOX IS MADE FROM X% RECYCLED  
CONTENT AND IS 100% RECYCLABLE



J.BARBOUR AND SONS LTD., SIMONSDALE,  
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KG ULMENSTRASSE 134, 40476 DUSSELDORF, GERMANY.

CUSTOMER.CARE@BARBOUR.COM

PLEASE UPDATE RECYCLABLE STATEMENT  
ACCORDING TO CONTENT CLAIMS

PLEASE UPDATE PAP LOGO ACCORDINGLY

70mm

67mm

ACCESSORIES - CARDBOARD GIFT BOXES  
(PRODUCT DOES NOT INCLUDE CARE LABEL AS DETAILED ON PAGE 4)

All accessories CARDBOARD GIFT BOXES , should use the provided artwork when the product included has NO care label.. Artwork should not be scaled, please follow artwork supplied. The following are based on the cardboard packaging being made of non-corrugated cardboard. If the box is made from corrugated cardboard, PAP20 should be used instead of PAP21.

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 6-7, option 2 can be used:

**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

OPTION 1A

THIS BOX IS 100% RECYCLABLE



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CUSTOMER.CARE@BARBOUR.COM

PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS

PLEASE UPDATE PAP LOGO ACCORDINGLY

TRIMAN TO BE INCLUDED WHEN THE PRODUCT HAS NO CARE LABEL

OPTION 2A

THIS BOX IS MADE FROM X% RECYCLED CONTENT AND IS 100% RECYCLABLE



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CUSTOMER.CARE@BARBOUR.COM

PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS

PLEASE UPDATE PAP LOGO ACCORDINGLY

TRIMAN TO BE INCLUDED WHEN THE PRODUCT HAS NO CARE LABEL

GIFT BOXES

EXAMPLE OF RECYCLING  
LOGO PLACEMENTS



ACCESSORIES - OTHER MAIN PACKAGING  
CARDBOARD OR PAPER (PRODUCT INCLUDES CARE LABEL)

All accessories cardboard or paper main packaging component, should use the provided artwork. Artwork should not be scaled, please follow artwork supplied.

The following artworks are based on the packaging being made of non-corrugated cardboard. The PAP21 code should be changed to PAP20 if the item is made of corrugated cardboard or PAP22 if the item is made of paper. Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.


If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 7, option 2 can be used:

**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.


OPTION 1

65mm


**THIS ITEM OF PACKAGING IS 100% RECYCLABLE**




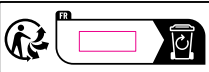
RECYCLED  
Paper made from  
recycled material  
FSC™ 000000



UK ONLY  
Recycle



PAP 21  
RACCOLTA  
CARTA



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:G ULMENSTRASSE 134, 40476 DUSSELDORF, GERMANY.

CUSTOMER.CARE@BARBOUR.COM


PLEASE UPDATE RECYCLABLE STATEMENT  
ACCORDING TO CONTENT CLAIMS

PLEASE UPDATE PAP LOGO ACCORDINGLY


OPTION 2

65mm


**THIS ITEM OF PACKAGING IS MADE FROM  
X% RECYCLED CONTENT AND IS 100% RECYCLABLE**




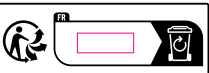
RECYCLED  
Paper made from  
recycled material  
FSC™ 000000



UK ONLY  
Recycle



PAP 21  
RACCOLTA  
CARTA



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KG ULMENSTRASSE 134, 40476 DUSSELDORF, GERMANY.

CUSTOMER.CARE@BARBOUR.COM

PLEASE UPDATE RECYCLABLE STATEMENT  
ACCORDING TO CONTENT CLAIMS

PLEASE UPDATE PAP LOGO ACCORDINGLY

Triman icons should be updated according to the packaging.

ACCESSORIES - OTHER MAIN PACKAGING  
CARDBOARD OR PAPER (PRODUCT DOES NOT INCLUDE CARE LABEL)

All accessories cardboard or paper main packaging component, should use the provided artwork. Artwork should not be scaled, please follow artwork supplied.

The following artworks are based on the packaging being made of non-corrugated cardboard. The PAP21 code should be changed to PAP20 if the item is made of corrugated cardboard or PAP22 if the item is made of paper. Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 7, option 2 can be used:

**PLEASE NOTE:**  
**FSC MUST BE PRINTED IN BLACK**  
**ONCE UPDATED BY PRINTER.**  
FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

OPTION 1A

HIS ITEM OF PACKAGING IS 100% RECYCLABLE



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CUSTOMER.CARE@BARBOUR.COM

- PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS
- PLEASE UPDATE PAP LOGO ACCORDINGLY
- TRIMAN TO BE INCLUDED WHEN THE PRODUCT HAS NO CARE LABEL

69mm

OPTION 2A

THIS ITEM OF PACKAGING IS MADE FROM  
X% RECYCLED CONTENT AND IS 100% RECYCLABLE



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CUSTOMER.CARE@BARBOUR.COM

- PLEASE UPDATE RECYCLABLE STATEMENT ACCORDING TO CONTENT CLAIMS
- PLEASE UPDATE PAP LOGO ACCORDINGLY
- TRIMAN TO BE INCLUDED WHEN THE PRODUCT HAS NO CARE LABEL

80mm

72mm

86mm

Triman icons should be updated according to the packaging.

ACCESSORIES - OTHER MAIN PACKAGING  
CARDBOARD OR PAPER (PRODUCT INCLUDES CARE LABEL)

EXAMPLE OF RECYCLING LOGO PLACEMENTS.  
PLEASE NOTE FOR SMALLER PACKAGING  
THE LOGOS WILL NEED TO BE PLACED  
ACCORDING TO THE SPACE AVAILABLE.  
PLEASE CONTACT THE BARBOUR TEAM  
FOR APPROVAL.

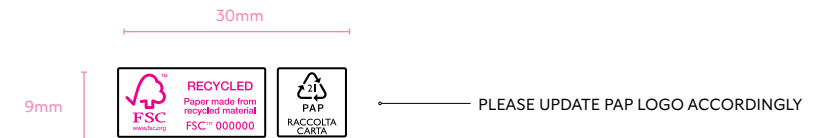




## ACCESSORIES - OTHER ADDITIONAL PACKAGING CARDBOARD OR PAPER

Any additional paper-based packaging used for accessories, should use the provided artwork. The following artworks are based on the packaging being made of non-corrugated cardboard. The PAP21 code should be changed to PAP20 if the item is made of corrugated cardboard or PAP22 if the item is made of paper.

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.



### PLEASE NOTE:

**FSC MUST BE PRINTED IN BLACK  
ONCE UPDATED BY PRINTER.**

FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

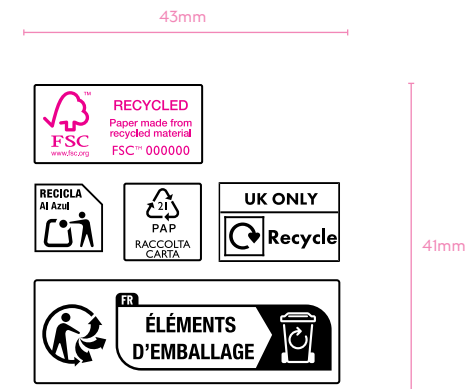
# PIN BADGE CARD

## PIN BADGE CARD

All pin badge backing cards should use the provided artwork. Artwork should not be scaled, please follow artwork supplied.

Full width including white frame 43mm x 41mm

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.



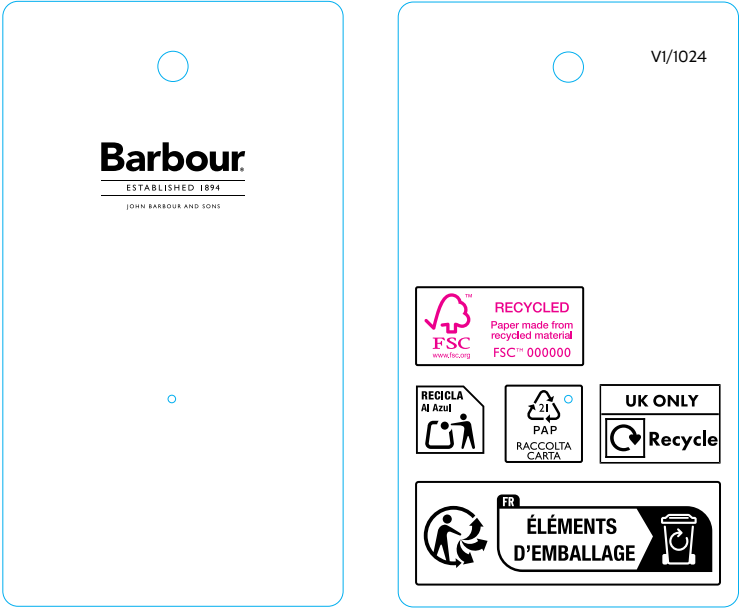
### PLEASE NOTE:

**FSC MUST BE PRINTED IN BLACK  
ONCE UPDATED BY PRINTER.**

FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

PIN BADGE CARD

EXAMPLE OF RECYCLING  
LOGO PLACEMENTS



VERSION CONTROL  
NAMING REQUIRES  
VERSION NUMBER /  
MONTH AND YEAR  
EG: VI/0225

PIN HOLE POSITION MAY  
DIFFER ACROSS DESIGNS.  
PLEASE AVOID THE HOLE  
CUTTING THROUGH  
LOGOS WHERE POSSIBLE.

# PAPER RETAIL BAGS

## PAPER BAGS

**ALL BAGS, INCLUDING THE HANDLES, SHOULD BE MADE FROM 100% PAPER WITH NO LAMINATION OR PLASTIC COATING.**

All paper bags should use the provided artwork. Artwork should not be scaled, please follow artwork supplied. Placement of the recycling frame should be centre aligned to the base of the bag.

Full width 107mm x 13mm

Please ensure adherence to the “Paper-based packaging” guidance on page 6-7.

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 6-7, option 2 can be used:

### PLEASE NOTE:

**FSC MUST BE PRINTED IN BLACK  
ONCE UPDATED BY PRINTER.**

FSC should be removed if not FSC certified.  
If FSC is removed, remaining logos should be aligned centrally.

OPTION 1

**THIS BAG, INCLUDING HANDLES, IS 100% RECYCLABLE**



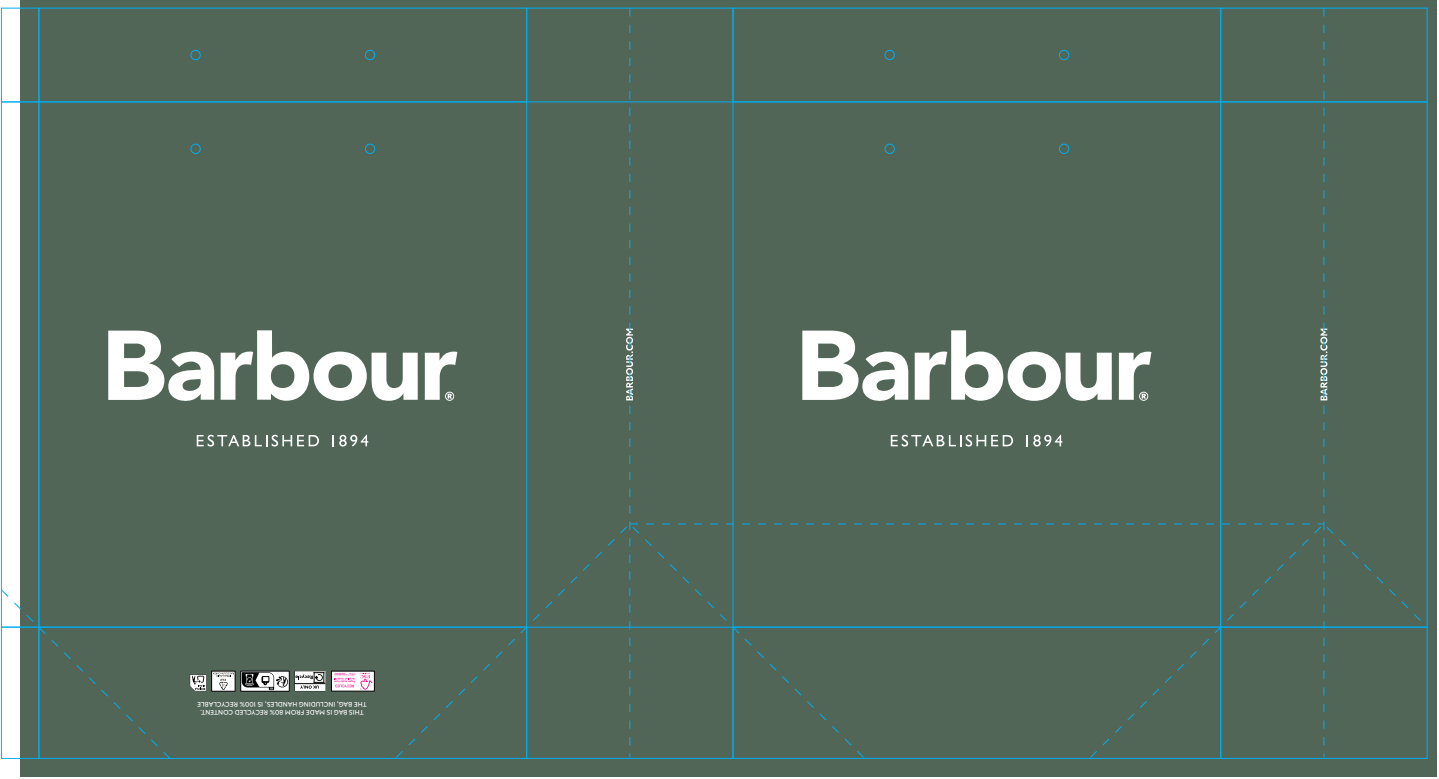
OPTION 2

**THIS BAG IS MADE FROM X% RECYCLED CONTENT.  
THE BAG, INCLUDING HANDLES, IS 100% RECYCLABLE**



PAPER BAGS

EXAMPLE OF RECYCLING  
LOGO PLACEMENTS



# PLASTIC BASED PACKAGING

GENERAL RULES FOR ALL PLASTIC PACKAGING.



### 3. PLASTIC BASED PACKAGING

General Rules for all plastic-based packaging

#### **RECYCLED CONTENT CLAIMS**

We strongly encourage all plastic-based packaging materials to have at least 50% recycled content.

Claims regarding the recycled content of a packaging item should only be made when the claim is evidenced by the below third-party certification:

- GRS or RCS certification: Scope certificates and transaction certificates for the relevant packaging should be provided. (If a scope certificate can be provided but transaction certificates cannot, then a recycled content claim should not be made).

#### **RECYCLED CONTENT CLAIMS MUST CLEARLY DENOTE:**

- What item/component the recycled claims relates to e.g. “This bag”.
- The % of recycled content in the denoted item e.g. “50% recycled content”.

If the % of recycled content varies, the claim should denote the lowest minimum amount e.g. between 50-70%, the claim should take the form of “at least 50% recycled content”.

E.g. “This bag is made from 80% recycled content.”, “This bag is made from at least 50% recycled content.”

# POLY BAGS

OPTION 1

PLEASE RECYCLE AT DESIGNATED LOCATIONS.

## POLY BAGS - FRONT

All poly bags should use the provided artwork. Artwork should not be scaled, please follow artwork supplied.

Full width 184mm x 22mm

If the packaging has recycled content *and* meets the RECYCLED CONTENT CLAIMS requirements denoted on page 39, option 2 can be used:



OPTION 2

PLEASE RECYCLE AT DESIGNATED LOCATIONS.



THIS BAG IS MADE OF X% RECYCLED CONTENT

All poly bags should comply to the following:

- Contain at least 50% recycled content.
- Are made of LDPE plastic only.
- Packaging must be made with 90% mono-polymer and no more than 5% barrier layer. Any metallisation must be by vacuum or vapour deposition to a maximum of 0.1 micron on the inside of the pack.

## POLY BAGS - BACK

All poly bags should use the provided artwork. Artwork should not be scaled, please follow artwork supplied.

Reverse side of poly bags should all include the following address artwork.

WARNING: KEEP THIS WRAPPER AWAY FROM BABIES AND YOUNG CHILDREN

J.BARBOUR AND SONS LTD., SIMONSDALE, SOUTH  
SHIELDS, TYNE & WEAR, ENGLAND NE34 9PD.

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**CUSTOMER.CARE@BARBOUR.COM**

POLY BAGS

EXAMPLE OF RECYCLING  
LOGO PLACEMENTS

