

Secondary marking M3 and M4

Marking with self-adhesive deposit marks

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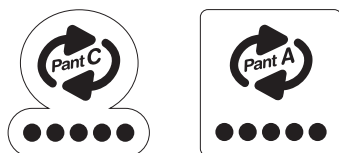
1. Introduction

This manual explains marking with self-adhesive deposit marks. Self-adhesive deposit marks are used solely for marking one way packaging for *drink products on which deposits are payable**. Dansk Retursystem A/S operates the Danish deposit and return system for packaging for drink products on which deposits are payable.

The content of this manual conforms to the Danish Environmental Protection Agency Statutory Order no. 634 of 19 June 2008 covering the deposits on, and collection of, drink products on which deposits are payable. The Statutory Order (only in Danish) can be downloaded from our website at www.dansk-retursystem.dk.

One-way packaging which is marketed in Denmark (see "Definitions" at the end of this manual) must be labelled with a Danish deposit mark to facilitate both the payment and refund of the applicable deposit. The deposit mark not only enables the correct deposit amount to be calculated throughout the distribution chain, but also ensures the return of the maximum amount of one-way packaging, thereby benefiting the environment.

Deposit labelling of one-way packaging must be carried out either by primary marking, i.e. labelling by direct printing of the deposit mark onto the packaging material or onto the original product label, or, through the use of self-adhesive deposit marks which importers/producers must purchase from Dansk Retursystem A/S and attach to the packaging. See "Primary marking M1 and M2" manual for information on the rules covering primary marking. Importers/producers that wish to stop using the self-adhesive deposit marks and switch to primary marking should contact the department in Dansk Retursystem A/S that deals with the registration of packaging for further information on the procedure.



Examples of primary marking



Examples of secondary marking



Importers/producers using the self-adhesive deposit marks are responsible for labelling the one-way packaging before it is marketed in Denmark. Under the terms of the Statutory Order, this responsibility cannot be assigned to middlemen, grocery stores or returns recipients.

* The term "Drink products on which deposits are payable" means drink products covered by the Danish deposit and return system. See detailed list in Statutory Order no. 634 of 19 June 2008, Appendix 1 (only in Danish) – see www.dansk-retursystem.dk.

In general terms, drink products on which deposits are payable comprise the following products:

- Beer – with alcohol content over 0.5% by volume.
- Carbonated beverages (e.g. soft drinks) – with alcohol content of 0–0.5%.
- Fermented drink products other than beer, wine and alcoholic beverages made from fruit (e.g. cider) – with alcohol content of less than 10%.
- Mixer products where spirits, wine or other fermented products are mixed with other beverages such as soft drinks, cider, chocolate or juice (e.g. alcoholic soft drinks) – with alcohol content of over 0.5%, but not exceeding 10%.
- Non-carbonated mineral water, ready-to-drink lemonade, iced tea, etc. – with alcohol content of 0.5% or less

Payments covering the deposit, the label material, collection fee and any logistics fee must be made to Dansk Retursystem A/S for each item of one-way packaging with a self-adhesive deposit mark sold in the Danish market by an importer or producer. The deposit is then passed to the returns recipients.

The collection fee covers the costs of collecting one-way packaging, and the logistics fee covers the costs of administering the refunding of deposits and the handling fee paid to stores.

Deposit marks (both directly printed and self-adhesive) are registered trademarks owned by Dansk Retursystem A/S. Importers and producers therefore have permission to use the Danish deposit mark (both directly printed and self-adhesive) on packaging that the importers or producers have registered with Dansk Retursystem A/S, and which is marketed in Denmark. The sale of packaging with the Danish deposit label is therefore not permitted abroad.

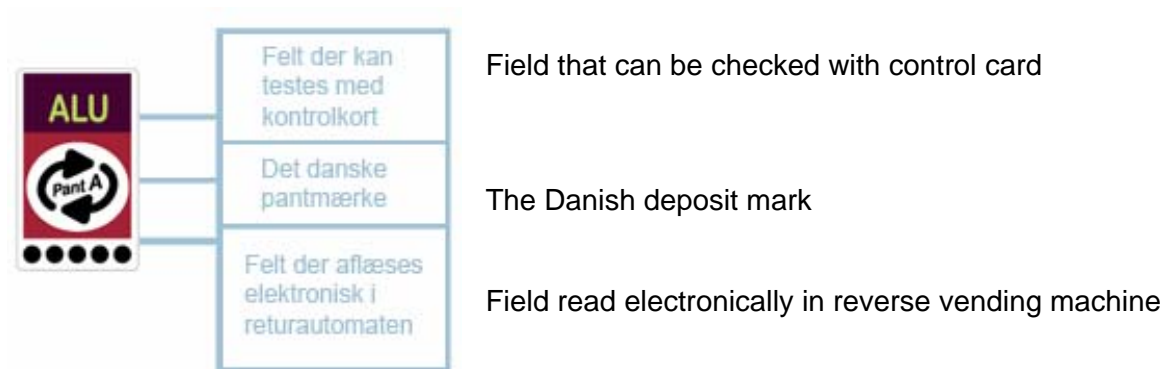
2. Marking with self-adhesive deposit marks – Secondary marking

The following section describes how importers/producers should proceed if they wish to mark one-way packaging with secondary marking self-adhesive deposit marks. Please also refer to the "Definitions" at the end of this manual.

Importers/producers can use self-adhesive deposit marks for labelling of one-way packaging once the packaging has been registered with Dansk Retursystem A/S (see "Registration of Packaging" manual). Self-adhesive deposit marks must always be purchased from Dansk Retursystem A/S (see Section 3).

2.1 Structure of self-adhesive deposit label

Self-adhesive deposit marks comprise two fields. The upper field identifies the type of material the one-way packaging is made of: ALU, STEEL, PLAST or GLASS. Amongst other uses, this part of the self-adhesive deposit mark can be used for manual control of the mark's authenticity.



The other part of the self-adhesive deposit mark shows the Danish deposit mark and deposit code: Type A = DKK 1.00; Type B = DKK 1.50; Type C = DKK 3.0. Below the deposit mark there is a deposit code consisting of 5 black dots which are read electronically in the reverse vending machine.

2.2 Security

Self-adhesive deposit marks are printed with a special security colour. The colour is checked by a special security camera in the reverse vending machine. The security colour is there to ensure that the correct deposit is paid.

Dansk Retursystem A/S has developed a control card to check self-adhesive deposit marks. Shops and returns recipients can, for example, use the card to carry out random checks when they receive new stock. Please note that this card can be used in situations in which there may be doubts about the authenticity of the marks. The control card is not a tool that should be used every time one-way packaging with a self-adhesive deposit mark is delivered or sold.

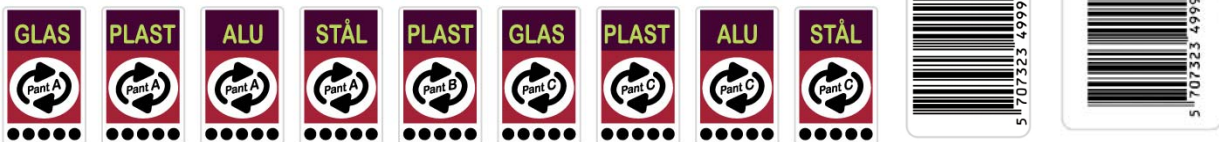
The check is performed by holding the control card over the self-adhesive deposit mark. The viewer then needs to look at the text in the upper field through the card's filter. A self-adhesive deposit mark is authentic when it is not possible to read the text.

The control card is sent to all importers/producers, middlemen and returns recipients. Additional cards can be ordered from Customer Service on (+45) 43 32 32 32. The control card costs DKK 50 excluding Danish VAT.

2.3 Variants and types

The self-adhesive deposit mark shows what type of material the one-way packaging is made of, as well as the deposit value of the packaging. Please note that it is only possible to use ALU marks on packaging made of aluminium, STEEL marks on packaging made of steel, etc. In all, there are 9 different combinations of material types and deposit values. Please note that 'Deposit B' is only for use on plastic (PET) bottles of 0.5 litres.

There are two categories of self-adhesive deposit marks: M3 Type 1 and M4 Type 2. The two types are similar, apart from the fact that Type 2 also includes an EAN bar code (see Section 2.5).



2.4 Self-adhesive deposit label Type 1 – marking category M3

Marking category Type 1 M3 is the most common mark. This is used on one-way packaging that is already supplied with an international EAN bar code which can be read electronically (see Section 2.6).

The same self-adhesive mark can be used on drink products on which deposits are payable supplied in one-way packaging made from both the same type of material and with the same deposit value – per the example shown.

An importer or producer that only sells one-way packaging under 1.0 litre made of glass should only purchase self-adhesive deposit marks: Type A/GLASS.



An importer or producer that sells both one-way packaging under 1.0 litre made of glass and aluminium should purchase two variants of the self-adhesive deposit marks: Type A/GLASS and type B/ALU.

Positioning of self-adhesive deposit label Type 1 – marking category M3

In order to ensure that the reverse vending machine can read both the self-adhesive deposit mark and the bar code correctly, it is important that all the rules for positioning of the self-adhesive marks are complied with.

One self-adhesive deposit mark is used per item of one-way packaging. The self-adhesive deposit mark must be positioned directly onto the packaging itself. However, it may be necessary to position the self-adhesive deposit mark on the primary product label of the packaging. Please note that the self-adhesive deposit mark may not be placed on a peel-off label or on multipack packaging.

The deposit mark and deposit code should be positioned, whenever possible, in the centre of the packaging relative to the top and bottom, although the top of the deposit mark and deposit code must never be positioned more than 180 mm from the bottom of the packaging. As regards the choice of marking category, Dansk Retursystem A/S can specify that the deposit mark and deposit code be positioned elsewhere on the packaging.

The condition for using the Type 1 M3 self-adhesive deposit label is that the bar code is positioned vertically on the packaging. This means that the lines of the EAN bar code must be parallel with the bottom of the packaging.

The deposit mark should be positioned, whenever possible, in the immediate vicinity of the bar code. The top of the deposit mark must never be positioned more than 180 mm from the bottom of the packaging. When positioning the deposit mark in the vicinity of the bar code, the EAN/UPC system requirements relating to the size of the quiet zone must be complied with. The deposit mark must always be positioned so the text can be read horizontally with the packaging upright.



Maximum height from the bottom of the packaging: 180 mm.

Minimum height from the bottom of the packaging: 50 mm.

2.5 Self-adhesive deposit label Type 2 – marking category M4

Self-adhesive deposit marks in marking category Type 2 M4 are self-adhesive marks with an added EAN bar code. Type 2 self-adhesive deposit marks are only used on one-way packaging in situations where the existing international EAN bar code cannot be read electronically (see Section 2.6 on rules for EAN bar code), or where an international EAN bar code does not already exist on the one-way packaging.

When choosing a self-adhesive deposit mark in marking category M4, Dansk Retursystem A/S prints an EAN bar code on the self-adhesive mark. The EAN bar code is approved solely for the Danish market and only for the product referred to.

Type 2 self-adhesive deposit marks come in different widths: Type 2A (25 mm) and Type 2B (33 mm). If the product has a bar code that cannot be read, a self-adhesive mark must be used that can cover the existing bar code. If the product has no bar code, Type 2A must be used.

Positioning of self-adhesive deposit label Type 2 – marking category M4

In order to ensure that the reverse vending machine can read both the self-adhesive deposit mark and the bar code correctly, it is important that all the rules for positioning of the self-adhesive marks are complied with.

One self-adhesive deposit mark is used per item of one-way packaging. The self-adhesive deposit mark must be positioned directly on the packaging itself. However, it may be necessary to position the self-adhesive deposit mark on the primary product label of the packaging. Please note that the self-adhesive deposit mark may not be placed on a peel-off label or on multipack packaging.

The deposit mark and deposit code should be positioned, whenever possible, in the centre of the packaging relative to the top and bottom, although the top of the deposit mark and deposit code must never be positioned more than 180 mm from the bottom of the packaging. As regards the choice of marking category, Dansk Retursystem A/S can specify that the deposit mark and deposit code be positioned elsewhere on the packaging. The EAN barcode must be positioned vertically on the packaging. This means that the lines of the EAN bar code must be parallel with the bottom of the packaging.

The deposit mark must always be positioned so the text can be read horizontally with the packaging upright.

2.6 Requirements for EAN bar code

According to the current Statutory Order, an EAN barcode (EAN 13, EAN 8 or UPC) that can be scanned electronically must be affixed to all one-way packaging. Importers and producers must conform to the guidelines laid down in the Statutory Order governing the size of the EAN bar codes.

In stores, the EAN bar code will be used for determining the price and also for sorting in the reverse vending machine. The code is also used in Dansk Retursystem A/S's counting stations.

EAN bar codes must be capable of being read electronically – both for technical reasons and also to ensure that the correct deposit is refunded.

Dansk Retursystem A/S tests the readability of the EAN bar code in relation to the registration of packaging with secondary marking.

2.7 Rules for positioning of EAN bar code

The top of the EAN bar code should never be positioned more than 180 mm from the bottom of the one-way packaging.

Nevertheless, Dansk Retursystem A/S reserves the right to accept EAN bar codes that are positioned more than 180 mm from the bottom of the packaging as long as the EAN bar code can be read by the reverse vending machine. This is evaluated in a test carried out by Dansk Retursystem A/S.



3. Purchase of self-adhesive deposit marks

Self-adhesive deposit marks can be ordered and purchased from Dansk Retursystem A/S. The marks are supplied in boxes with information on correct positioning and storage.

It is only possible to label one-way packaging with self-adhesive deposit labels purchased from Dansk Retursystem A/S. It is illegal to use deposit marks that have not been purchased directly from Dansk Retursystem A/S.

3.1 Ordering of self-adhesive deposit marks

One condition for ordering self-adhesive deposit marks for a particular product is that the one-way packaging is registered with Dansk Retursystem A/S (see "Packaging registration" manual).

Ordering self-adhesive deposit marks should be made in writing by letter, fax or e-mail or by using the online ordering form on our website: www.dansk-retursystem.dk

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When ordering self-adhesive deposit marks in category M3 (Type 1) please indicate:
Part number for the mark and number of rolls
(supplied in rolls of 500 or 1,000)

When ordering self-adhesive deposit marks in category M4 (Type 2) please indicate:
Part number for the mark, the mark's EAN bar code, and number of rolls
(supplied in rolls of 500 or 1,000)

If necessary, it is possible to order bigger rolls than those indicated.

Part numbers for the different variants of self-adhesive deposit marks in categories M3 and M4 are shown below:

Deposit rate		Type A				Type B	Type C			
Material		GLAS	PLAST	ALU	STEEL	PLAST	GLAS	PLAST	ALU	STEEL
	M3 Part number	1001	1002	1003	1004	1005	1006	1007	1008	1009
	M4-a Part number	2001	2002	2003	2004	2005	2006	2007	2008	2009
	M4-b Part number	3001	3002	3003	3004	3005	3006	3007	3008	3009

3.2 Payment for self-adhesive deposit marks

Dansk Retursystem A/S sends an invoice once it has received an order. The amount depends on which reporting category the importer or producer has chosen, per Dansk Retursystem A/S manual on "Reporting of sales quantities and payment of fees for one-way packaging with secondary marking".

"Annual reporting" or "No reporting" with cash accounting

Importers/producers must settle the invoice from Dansk Retursystem A/S in full before we send the marks ordered. The invoice total covers the deposit and production costs for the number of self-adhesive deposit marks ordered, as well as a payment on account for the collection and logistics fees.

"4-weekly reporting" with cash accounting

Importers/producers must settle the invoice from Dansk Retursystem A/S in full before we send the marks ordered. The invoice total covers the deposit and production costs for the number of self-adhesive deposit marks ordered. Fees are collected retrospectively on the basis of the importer's/producer's sales reports.

3.3 Delivery of self-adhesive deposit marks

Dansk Retursystem A/S sends the self-adhesive deposit marks to importers/producers once it has recorded the payment for the marks. Delivery time for self-adhesive deposit marks depends on the type of mark ordered by importers/producers:

Self-adhesive deposit marks Type 1 – sent approximately 2 working days following receipt of payment

Self-adhesive deposit mark Type 2 – sent approximately 10 working days following receipt of payment

Please note: When ordering self-adhesive deposit marks for the first time, it can take up to 4 weeks for delivery from the time of ordering. This is because Dansk Retursystem A/S must first register and approve the packaging (see "Registration of Packaging" manual).

3.4 Returning self-adhesive deposit marks

In exceptional circumstances, and within 12 months following purchase of self-adhesive deposit marks, producers/importers can return the marks and have the deposit amount, as well as any possible fees paid on account, refunded.

Marks can be returned under the following situations:

Where the importer or producer is placed in administration, goes into liquidation or suspends the marketing in Denmark of the products concerned

Where changes occur to the appearance, function or deposit value of the marks

Returning of marks can occur for unsold stocks in circumstances where an importer or producer has marked the products incorrectly. However, the product must be destroyed and the supplier must pay the costs incurred

4. Other manuals

Dansk Retursystem A/S has published a number of manuals for use by producers and importers of products on which deposits are payable. These are:

- Supplier registration
- Registration of packaging
- Primary marking M1 and M2 – Deposit marking printed directly onto one-way packaging material or onto the original product label
- Reporting of sales and returns quantities for refillable packaging, one-way packaging with primary marking, and one-way packaging with secondary marking

Manuals can be downloaded at www.dansk-retursystem.dk or can be ordered by contacting Customer Service on (+45) 43 32 32 32.

5. Definitions

Collection fee

A fee that covers the variable and fixed costs associated with the collection of one type of one-way packaging, as well as the costs associated with the administration of the refunding of deposits.

Control card

Dansk Retursystem A/S has developed a control card to check the authenticity of self-adhesive deposit marks. Stores and other returns recipients can for example use the card to carry out random checks when they receive new stocks.

Deposit mark and deposit code

The Danish deposit mark (arrow-shaped logo) is a registered trademark® owned by Dansk Retursystem A/S. The deposit mark must be affixed to one-way packaging for drink products on which deposits are payable. The deposit mark identifies the deposit refund group to which the product belongs.

Drink products on which deposits are payable

The term "Drink products on which deposits are payable" means soft drinks included in the Danish deposit and return system. A detailed list is given in Statutory Order No. 634 of 19 June 2008, Appendix 1 (only in Danish) – see www.dansk-retursystem.dk.

In general terms the system covers the following products:

- Beer – with alcohol content over 0.5% by volume.
- Carbonated beverages (e.g. soft drinks) – with alcohol content of 0–0.5%.
- Other fermented drink products other than beer, wine and alcoholic beverages made from fruit (e.g. cider) – with alcohol content of less than 10% by volume.
- Mixer products where spirits, wine or other fermented products are mixed with other beverages such as soft drinks, cider, chocolate or juice (e.g. alcoholic soft drinks) – with alcohol content of over 0.5%, but not exceeding 10%.
- Non-carbonated mineral water, ready-to-drink lemonade, iced tea, etc. – with alcohol content of 0.5% or less.

EAN bar code

The EAN bar code symbol facilitates the electronic identification of the EAN number (GTIN) for one product.

Fees payable on account

Importers and producers using self-adhesive deposit marks have the option to pay collection and logistics fees on account to Dansk Retursystem A/S. Dansk Retursystem A/S collects an average fee calculated for the specified material category of material. The average fee is calculated on the basis of the actual counted returns quantities for the individual deposit/material category in the preceding period.

Grocery store

An enterprise marketing drink products on which deposits are payable to consumers with a view to consumption elsewhere, including middlemen with a permanent place of business from which a wide range of groceries is sold.

GSI Denmark (EAN Denmark)

GS1 Denmark, previously EAN Denmark is the issuer of EAN bar codes and GTIN (EAN article numbers).

GTIN (previously EAN article number)

GTIN: an 8- or 13-digit number consisting of an EAN prefix (country code), an enterprise reference number, a global trade item number as well as a check digit for the identification of the individual goods. A UPC article number corresponds to this. A GTIN can be used globally, unless it is only approved for the Danish market.

Importer

Anyone importing drink products into Denmark in packaging on which deposits are payable with a view to marketing the products in Denmark.

Logistics fee

A fee that covers the variable and fixed costs associated with the packaging sold, delivered or trans-shipped to stores.

Marketing

Marketing is understood to include any form of commercial use such as the sale, delivery and trans-shipment or supplying for sale in stores, mobile units or at festivals, in auction houses, via the Internet, etc.

Middleman

A wholesaler or other party, which is not a store, and markets drink products on which deposits are payable to stores, distributors, returns recipients or other middlemen.

One-way packaging

Packaging for drink products on which deposits are payable that has been registered by the producer or importer as one-way packaging with Dansk Retursystem A/S, or which otherwise is not suitable for re-use by refilling.

Packaging

One-way packaging and refillable packaging for drink products on which deposits are payable (but not casks).

Packaging registration fee

A registration fee of DKK 2,000 is payable to Dansk Retursystem A/S by importers and producers upon first registration of packaging in one calendar year. The fee also covers any additional registrations made in the same year.

Packaging type

Packaging for drink products on which deposits are payable made from the same material and having the same volume and shape (design).

Primary marking

Primary marking is deposit marking of one-way packaging by direct printing onto the packaging material or by direct printing onto the primary label of the packaging. Read more about the rules covering primary marking in the manual "Primary marking, M1 and M2 – deposit marking printed directly onto packaging material or onto the original product label".

Producer

Any person or enterprise in Denmark manufacturing or bottling drink products on which deposits are payable in packaging with a view to marketing them in Denmark (see definition of marketing).

Refillable packaging

Packaging for drink products on which deposits are payable which has been registered by the producer or importer as refillable packaging with Dansk Retursystem A/S (with the exceptions that follow from the regulations in the Statutory Order) or packaging which by its design is intrinsically suitable for recycling by refilling.

Refunding of deposits

Anybody who markets drink products on which deposits are payable is legally required to collect a deposit for the packaging in connection with the sale, delivery or trans-shipment thereof.

Registration of packaging

Registration of products from importers and producers with Dansk Retursystem A/S.

Self-adhesive deposit marks – Secondary marking M3 and M4

Self-adhesive deposit marks are a self-adhesive label with the deposit mark, deposit code and material specification, or a self-adhesive label with the deposit mark, deposit code, material specification and GTIN (EAN article number). Self-adhesive deposit marks are used for deposit marking of registered one-way packaging for drink products on which deposits are payable. The self-adhesive deposit mark is a registered trademark® owned by Dansk Retursystem A/S. Importers and producers wishing to label their products must, and can only purchase the self-adhesive deposit marks from Dansk Retursystem A/S.

Statutory Order

The Danish Environmental Protection Agency Statutory Order no. 634 of 19 June 2008 covering the deposit and collection etc. of packaging for drink products on which deposits are payable. The Statutory Order sets out the guidelines for the operation of the Danish deposit and return system. See full text of the Statutory Order (only in Danish) at www.dansk-retursystem.dk.

Supplier

A supplier is defined as a producer, importer or middleman selling drink products on which deposits are payable on the Danish market.