

Secondary marking of one-way packaging

Manual for importers and producers of beverages on which deposits are payable

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1 Introduction

One-way packaging on which deposits are payable that is marketed in Denmark must be deposit marked. Deposit marking ensures that one-way packaging is easily recognizable and ensures the correct refunding of deposits in all sales channels. It also maximizes the return of one-way packaging to benefit the environment.

Importers or producers of beverages in Denmark are responsible for deposit marking their products. Deposit marking may be primary marking, with the mark being printed directly on the packaging or printed on the original label of the packaging. Deposit marking may also be secondary marking, which involves manual marking using a self-adhesive deposit label that importers and producers purchase from Dansk Retursystem A/S and attach to the packaging. This manual covers secondary marking. The appropriate manual provides information about the rules covering primary marking.

If you have read this manual and would like further information about deposit marking, please contact the Vendor and Quality Department of Dansk Retursystem A/S at +45 43 32 32 32 or emballagetilmelding@dansk-retursystem.dk.

2 Secondary marking

Primary marking involves marking the packaging with a self-adhesive deposit label that is attached manually. The deposit mark comes with or without a barcode. Read more in Sections 4 and 5.



Examples of self-adhesive deposit labels

Both the Danish deposit mark and the self-adhesive deposit label are registered trademarks[®] owned by Dansk Retursystem A/S, which grants a licence to importers and producers to use the deposit mark and the self-adhesive deposit label on the packaging that they market in Denmark and that they have registered with Dansk Retursystem A/S.

Unlike primary marking, secondary marking does not require a collateral guarantee..

2.1 Importers and producers are responsible for deposit marking their products

Importers and producers that have registered packaging with secondary marking are responsible for deposit marking their one-way packaging. This must take place before the packaging is marketed in Denmark. This responsibility cannot be assigned to intermediaries, shops or other purchasers and is binding before the goods are transferred.

Only importers and producers may purchase self-adhesive deposit labels and only for products and packaging that are registered with the deposit-and-return system. Self-adhesive deposit labels may only be purchased from Dansk Retursystem A/S, which is the only entity that has the right to print and sell the self-adhesive deposit labels. Deposit marks offered to you by third parties are probably fraudulent. You may not print your own self-adhesive deposit labels. Read more in Section 6.

If, as an importer or producer, you also have a sales outlet that sells directly to consumers, all your one-way packaging must be deposit marked within a radius of 1 kilometre from the sales outlet. This also means that

deposit marking must take place in warehouse premises or the like that have no direct link with the sales outlet and at least 1 kilometre away from it.

Unused self-adhesive deposit labels may not be stored within a radius of 1 kilometre from the sales outlet. Self-adhesive deposit labels found at sales outlets or within 1 kilometre of the outlet may be confiscated by the Danish Customs and Tax Administration (SKAT).

3 Marking with self-adhesive deposit labels

As an importer or producer, you can use self-adhesive deposit labels on one-way packaging registered for secondary marking with Dansk Retursystem A/S.

It is important that you only use the self-adhesive deposit labels purchased from Dansk Retursystem A/S. The marks may not be transferred to third parties, and packaging with the Danish self-adhesive deposit label may not be sold outside Denmark.

3.1 Types of self-adhesive deposit labels

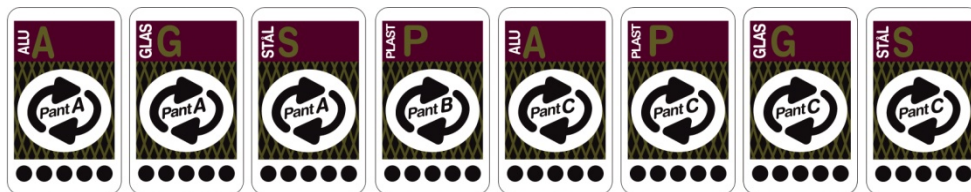
There are different types of self-adhesive deposit labels depending on the material and value of the deposit, which enables consumers to determine the type of material used in the one-way packaging and the value of the deposit.

The upper section of the self-adhesive deposit label identifies the type of material used in the one-way packaging:

- ▶ A-ALU (ALUMINIUM)
- ▶ S-STÅL (STEEL)
- ▶ P-PLAST (PLASTIC)
- ▶ G-GLAS (GLASS)

Dansk Retursystem A/S may assign a special self-adhesive deposit label to packaging that is made of other materials such as ceramics or compounds of several different materials.

You may only use ALU marks on packaging made of aluminium, STÅL marks on packaging made of steel etc. A reverse vending machine will not be able to recognize the packaging and will consequently not refund the deposit if the actual material of the packaging differs from the material stated on the mark.



The other element of the self-adhesive deposit label is the Danish deposit mark and deposit code. These indicate the actual deposit rate for the packaging concerned.

Type A = DKK 1.00; type B = DKK 1.50; type C = DKK 3.00. Below the deposit mark, there is a deposit code consisting of five black dots that the reverse vending machine reads electronically.

- ▶ Deposit A = DKK 1.00
- ▶ Deposit B = DKK 1.50
- ▶ Deposit C = DKK 3.00

3.2 Security

The self-adhesive deposit labels of Dansk Retursystem A/S are printed with a special security imprint to prevent copy fraud and to ensure that the correct deposit is paid.

Dansk Retursystem A/S has developed a control card to check self-adhesive deposit labels that shops and other vendors can use to check the authenticity of the deposit marks as required.

3.3 Self-adhesive deposit labels with or without barcodes

Self-adhesive deposit labels come with or without a barcode and the associated GTIN (Global Trade Item Number), the number immediately under the barcode.

- ▶ Self-adhesive deposit labels without a barcode (marking category **M3**) are used when the product that requires marking has an original barcode that a reverse vending machine can read.
- ▶ Self-adhesive deposit labels without a barcode (marking category **M4**) are used when the product that requires marking does not have a barcode or has a barcode that a reverse vending machine cannot read.

When you register packaging with secondary marking, you must choose one of the marking categories described above. Dansk Retursystem A/S will then decide whether you can use the category requested.

One condition for being able to use self-adhesive deposit labels without a barcode (**M3**) is that a reverse vending machine can read the original barcode. Most often, this requires that the original barcode on the packaging be positioned vertically on the packaging. This means that the barcode lines must be parallel with the bottom of the packaging. However, there may be many other reasons why a reverse vending machine cannot read the original barcode. In this situation, you may use self-adhesive deposit labels without barcodes.

If the reverse vending machine cannot read the original barcode, you will be given permission to use marking category **M4** with a barcode. In this situation, Dansk Retursystem A/S will allocate a barcode to the product.

Self-adhesive deposit labels with barcodes may only be used to mark the specific product that has been authorized. For example, if you use 0.33-cl aluminium cans for both orange soda and cola, each type must have a separate self-adhesive deposit label and barcode.

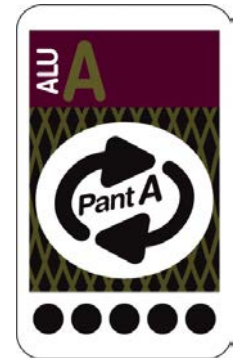
3.4 Technical assessment

At the time of registration, Dansk Retursystem A/S tests all packaging to determine whether it can be read by a reverse vending machine. Packaging that presents no immediate problems being read by a reverse vending machine is given technical rating A. Packaging that is assessed to present technical problems being read by a reverse vending machine is given technical rating B. The shape of a bottle or the incorrect positioning of the self-adhesive deposit label are typical reasons for a technical rating B. Thus, consumers might have problems getting their deposits back for packaging with technical rating B. The certificate of packaging registration will show which rating your packaging has received.

4 Marking with self-adhesive deposit labels without barcodes (M3)

The most widely used self-adhesive deposit label is the one without a barcode (marking category **M3**). This is used on one-way packaging that is already supplied with an international barcode and GTIN that can be read by a reverse vending machine (see Section 3).

You can use the same self-adhesive deposit label without a barcode on different products when they are poured into one-way packaging of the same type: packaging of the same material and having the same deposit value, such as glass packaging for less than 1 litre. In this situation, you must purchase self-adhesive Pant A – GLAS deposit marks even though the packaging contains different types of beverages.



Self-adhesive deposit labels without a barcode may only be used, however, on products registered with secondary marking using self-adhesive deposit labels without barcodes.

4.1 Positioning of self-adhesive deposit labels without barcodes

When you label your packaging, positioning the self-adhesive deposit label correctly is important. An incorrectly positioned mark may result in a reverse vending machine failing to read the mark and not refunding the deposit to the consumer.

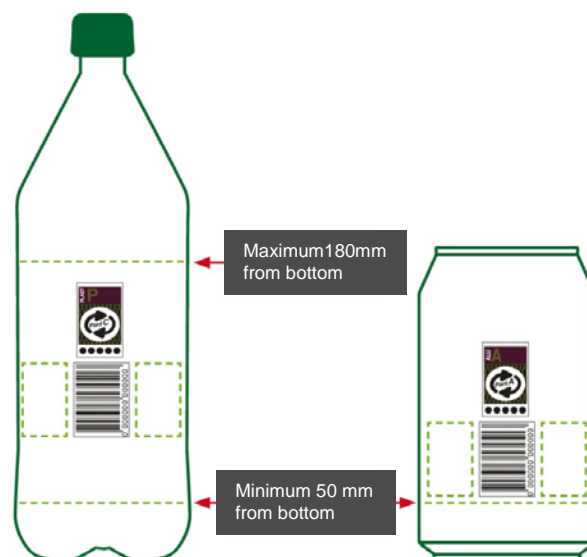
You must use one self-adhesive deposit label per item of one-way packaging. The mark should be positioned directly onto the packaging or onto the original label of the packaging. The mark may not be placed on a peel-off label or on multipack packaging.

The self-adhesive deposit label must always be positioned so that the five dots of the mark are horizontal when the packaging is upright.

Wherever possible, the self-adhesive deposit label should be positioned in the middle of the packaging relative to the top and bottom, although the top of the deposit mark should never be positioned more than 180 mm from the bottom of the packaging. The distance from the bottom edge of the self-adhesive deposit label to the bottom of the packaging should be at least 50 mm. The self-adhesive deposit label should be positioned as close to the barcode as possible, but the distance between the barcode and the self-adhesive deposit label must be at least 5 mm (see figure below).

Dansk Retursystem A/S may require deposit marking to be carried out in a specific way. This applies primarily to non-standard-shaped bottles or cans, which result in a reverse vending machine having difficulty in reading or being unable to read the self-adhesive deposit label unless it is positioned in a specific way.

5



Marking with self-adhesive deposit labels with barcodes (M4)

Self-adhesive deposit labels with barcodes are only used on one-way packaging when a reverse vending machine cannot read the existing international barcode or when an international barcode does not already exist on the one-way packaging. Read more in Section 3.

Dansk Retursystem A/S decides whether a self-adhesive deposit label with a barcode may be used.

If you receive permission from Dansk Retursystem A/S to use a self-adhesive deposit label with a barcode, Dansk Retursystem A/S will print the barcode for your product on the self-adhesive deposit label. The barcode is approved solely for Denmark and only for the relevant product. For example, this means that, for every product with a different flavour variety, you must have a new self-adhesive deposit label printed with a new barcode and GTIN. This also applies if the beverage is poured in the same bottle or can as another similar product.

5.1 Positioning of self-adhesive deposit labels with barcodes

When you mark your packaging, it is important to position the self-adhesive deposit label correctly. An incorrectly positioned mark may result in a reverse vending machine failing to read the mark and not refunding the deposit to the consumer.

You should use one self-adhesive deposit label per item of one-way packaging. The mark should be positioned directly onto the packaging or onto the original label of the packaging. The mark may not be placed on a peel-off label or on multipack packaging.

Wherever possible, the self-adhesive deposit label should be positioned in the middle of the packaging relative to the top and bottom, although the top of the deposit mark should never be positioned more than 180 mm from the bottom of the packaging. The lines in the barcode on self-adhesive deposit label must be horizontal when the packaging is upright, meaning that the lines are parallel with the bottom of the packaging (see figure below).

If the product has an existing barcode, this should be covered. This can best be achieved by sticking the self-adhesive deposit label over the old barcode as shown in the figure below. If the barcode is in an inappropriate position, for example on the neck of a bottle or too high up the bottle, it may be necessary to mask the original barcode in another way and position your self-adhesive deposit label in the middle of the bottle as described above.

Dansk Retursystem A/S may require deposit marking to be carried out in a specific way. This applies primarily to non-standard-shaped bottles or cans, which result in a reverse vending machine having difficulty in reading or being unable to read the self-adhesive deposit label unless it is positioned in a specific way.



6 Purchasing self-adhesive deposit labels

Self-adhesive deposit labels can only be purchased from Dansk Retursystem A/S, which is the only entity authorized to print and supply the marks. Deposit marks offered to you by third parties are probably fraudulent. You are not permitted to print your own self-adhesive deposit labels.

You pay the value of the deposit and the production costs when you purchase self-adhesive deposit labels. Depending on the type of reporting you choose, you also pay an average operating fee. Dansk Retursystem A/S passes on the deposit to shops and other vendors that refund deposits to customers. The fees cover the cost of collecting the one-way packaging.

6.1 Ordering self-adhesive deposit labels

One condition for being able to order self-adhesive deposit labels for a particular product is that you register as an importer or producer with Dansk Retursystem A/S and that you have products registered for secondary marking

Ordering online

Self-adhesive deposit marks can be ordered most rapidly and simply online at www.emballageregistrering.dk under *Purchase self-adhesive deposit labels*. Dansk Retursystem A/S knows which self-adhesive deposit labels you can buy for the products you have registered, and you can pay for the labels with a bank card. You need to log in when purchasing the labels online. Dansk Retursystem A/S will provide log-in credentials when you register as an importer or producer. Please contact the Finance Department if you are already registered and do not have log-in details.

- ▶ Tel.: +45 43 32 32 32
- ▶ E-mail: udbyderinfo@dansk-retursystem.dk

Ordering in writing

You can also order self-adhesive deposit labels in writing by letter, fax or e-mail:

Dansk Retursystem A/S
Baldersbuen 1
DK-2640 Hedehusene
Denmark
Fax: +45 43 32 32 39
E-mail: pantetiketter@dansk-retursystem.dk

Orders must include the name of the person and the name of the company placing the order.

For ordering self-adhesive deposit labels without barcodes (marking category M3), please supply:



- ▶ the GTIN for the products for which you are purchasing self-adhesive deposit labels;
- ▶ the product number for the self-adhesive deposit label (see figure below); and
- ▶ the number of rolls (supplied in rolls of 500, 1000 or 5000).

For ordering self-adhesive deposit labels with barcodes (marking category M4), please supply:

- ▶ the product number for the self-adhesive deposit label (see figure below);
- ▶ the GTIN of the label (the number under the barcode); and
- ▶ the number of rolls (supplied in rolls of 500, 1000 or 5000).

Larger rolls than those indicated are available. In some circumstances, you may also order rolls with fewer deposit marks by contacting the Vendor and Quality Department:

- ▶ Tel.: +45 43 32 32 32
- ▶ E-mail: pantetiketter@dansk-retursystem.dk

Deposit rates		Deposit A				Deposit B	Deposit C			
Material		Glass	Aluminium	Steel	Plastic	Glass	Plastic	Aluminium	Steel	
	Without a barcode	1001	1003	1004	1005	1006	1007	1008	1009	
	With a barcode (22-mm wide)	2001	2003	2004	2005	2006	2007	2008	2009	

Product numbers for the types of self-adhesive deposit labels

6.2 Paying for self-adhesive deposit labels

Unless you have used a bank card when purchasing online, Dansk Retursystem A/S will issue an invoice once it has received an order online or in writing for the self-adhesive deposit labels. The amount of the invoice depends on which type of reporting you have chosen.

The type of reporting determines whether you also pay fees for the labels in addition to the price of the self-adhesive deposit labels and the production costs

Paying in connection with no reporting

If you have chosen “no reporting”, you need to pay the deposit, the production costs and fees when purchasing self-adhesive deposit labels. Dansk Retursystem A/S will send the labels ordered once it has received the appropriate payment in full.

Paying in connection with 4-weekly reporting

If you have chosen “4-weekly reporting”, you only need to pay the deposit and the production costs when purchasing self-adhesive deposit labels. The fees will subsequently be calculated based on your sales reports. Dansk Retursystem A/S will send the labels ordered once it has received the appropriate payment in full.

6.3 Cancelling an order

If you have ordered self-adhesive deposit labels, you may cancel the order as long as Dansk Retursystem A/S has not sent the deposit marks. This applies to deposit marks ordered in writing or online at www.emballageregistrering.dk.

If you cancel an order, you must pay the costs of printing the labels incurred by Dansk Retursystem A/S.

6.4 Delivery of self-adhesive deposit labels

Once it has registered the payment, Dansk Retursystem A/S will ship the self-adhesive deposit labels together with information on the correct positioning of the labels and their safekeeping. To ensure that only registered companies purchase self-adhesive deposit labels, the labels will only be sent to address of the company as registered in the Central Business Registry for Denmark or to the addresses of the storage depots you have registered with Dansk Retursystem A/S.

The delivery time for the self-adhesive deposit labels depends on the type of labels you have ordered:

- ▶ self-adhesive deposit marks without barcodes: shipped about 2 working days after receipt of the payment; and
- ▶ self-adhesive deposit marks with barcodes: shipped about 10 working days after receipt of the payment.

Please note: when you ordering self-adhesive deposit labels for the first time, delivery can take up to 4 weeks because Dansk Retursystem A/S must register and approve the packaging (see the manual on registering packaging).

6.5 Refunding of unused self-adhesive deposit labels

You may return unused self-adhesive deposit labels to Dansk Retursystem A/S and have the deposits and fees refunded no later than 3 years after the labels were supplied if:

- ▶ you stop marketing the relevant products or packaging and de-register the product with Dansk Retursystem A/S; or
- ▶ you close your business or go bankrupt.

If you return self-adhesive deposit labels without a barcode, the full amount will be refunded, including the cost of producing the labels.

If you return self-adhesive deposit labels with a barcode, which cannot be used on other packaging, Dansk Retursystem A/S will deduct the cost of producing the labels.

7 Need help?

You are welcome to contact the Vendor and Quality Department.

Tel.: +45 43 32 32 32

E-mail: emballagetilmelding@dansk-retursystem.dk