

Why volume declaration?

Directive relating to the making-up by weight or by volume of certain prepackaged products (76/211/EEC), Article 4, Clause 2:

- Prepackages containing liquid products shall be marked with their nominal volume and prepackages containing other products shall be marked with their nominal weight,
except in the case of trade practice or national regulations which provide otherwise and which are identical in all Member States, or in the case of contrary Community rules.
- (and exactly the same Art. 23 of Regulation (EU) No 1169/2011 for food information before that Directive 2000/13/EC)

Why volume declaration?

WELMEC WG6 Meeting June 2012 in Istanbul

Resolution 265

Mr. Tomasz Józwiak volunteers to be project leader of a **guide**:

Packing of non-liquid products by volume

Why this became necessary?

Why volume declaration?

Remember:

- Annex I '**Range of nominal quantities** of contents of prepackages' of **80/232/EEC** contained under
 - Foodstuffs sold by volume (quantity in ml) and
 - Cleaning products (solids and powder in g, liquids and pastes in ml)
- a lot of recommendations for viscous products to label them by volume.

Why volume declaration?

Examples for viscous products which have to be labeled by volume are e.g.

- **Ice-cream in quantities of more than 250 ml**
- **Ready-to-use paints and varnishes**
- **Toothpaste**
- **Hand creams and lotions**
- ...

Why volume declaration?

However

Article 6 of Directive 2007/45/EC:

- **80/232/EEC** shall be **repealed**.

This untried into force since 11 April 2009.

→ Now we have a legal vacuum where it is possible that one country labels by mass and another by volume! But the borders are open.

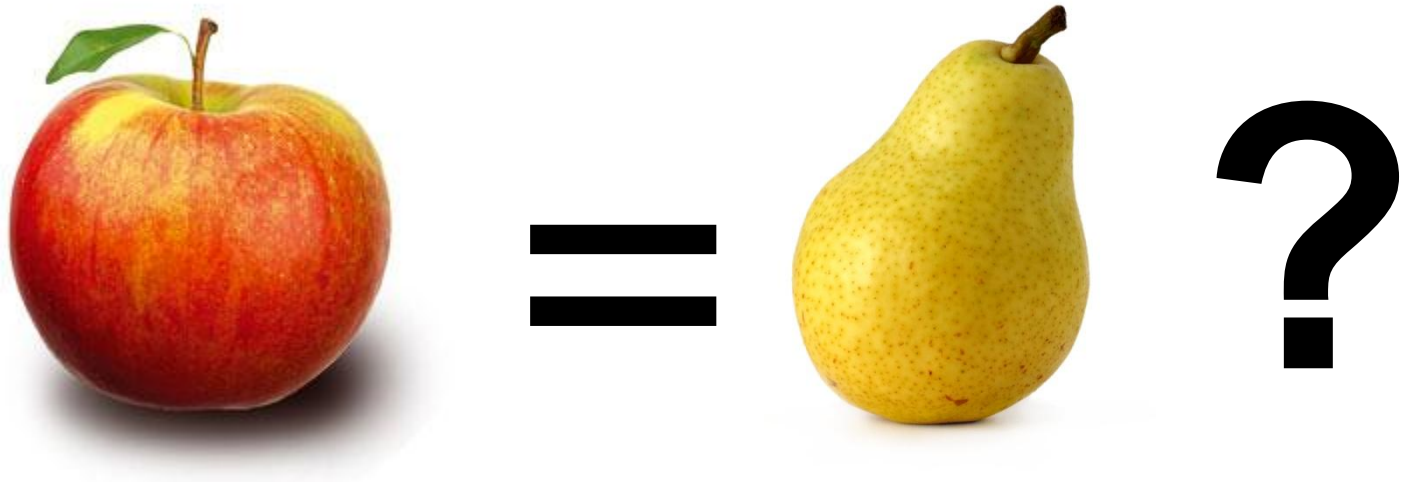
Why volume declaration?

Why this is such a disaster?

Directive 2007/45/EC reasons no. 6:

- “Implementation of this Directive should be accompanied by more information for consumers and industry to enhance understanding of unit pricing.”
- How is unit pricing possible if not even once the unit → *mass* or → *volume* is clear??

Why volume declaration?



Why volume declaration?

In advertising the price should be as low as possible. By a weight declaration is this easier.

→ Therefore trade will be predominant for a **mass** declaration!

Why volume declaration? / Paints

Ready-to-use paints and varnishes:

→ density of pigments and solvents are very different

Colour	Density in g / ml	1 kg are
colourless	0,878	<u>1,14 L</u>
colourless	0,925	1,08 L
white	1,126	0,89 L
white	1,220	0,82 L
white	1,523	0,66 L
white	1,846	0,54 L
blue	0,963	1,04 L
green	0,948	1,05 L
green	1,009	0,99 L
red	1,089	0,92 L
red	2,239	<u>0,45 L</u>
amber	1,311	0,76 L
umbra	1,639	0,61 L

Why volume declaration? / Paints

In practice the consumers (private & skilled painters) are interested in the volume of product, because for a **painting**

*area multiply by thickness is a **volume**.*

By the way:

In Germany colours must be labelled by volume up to 20 L.

Why volume declaration? / Paints

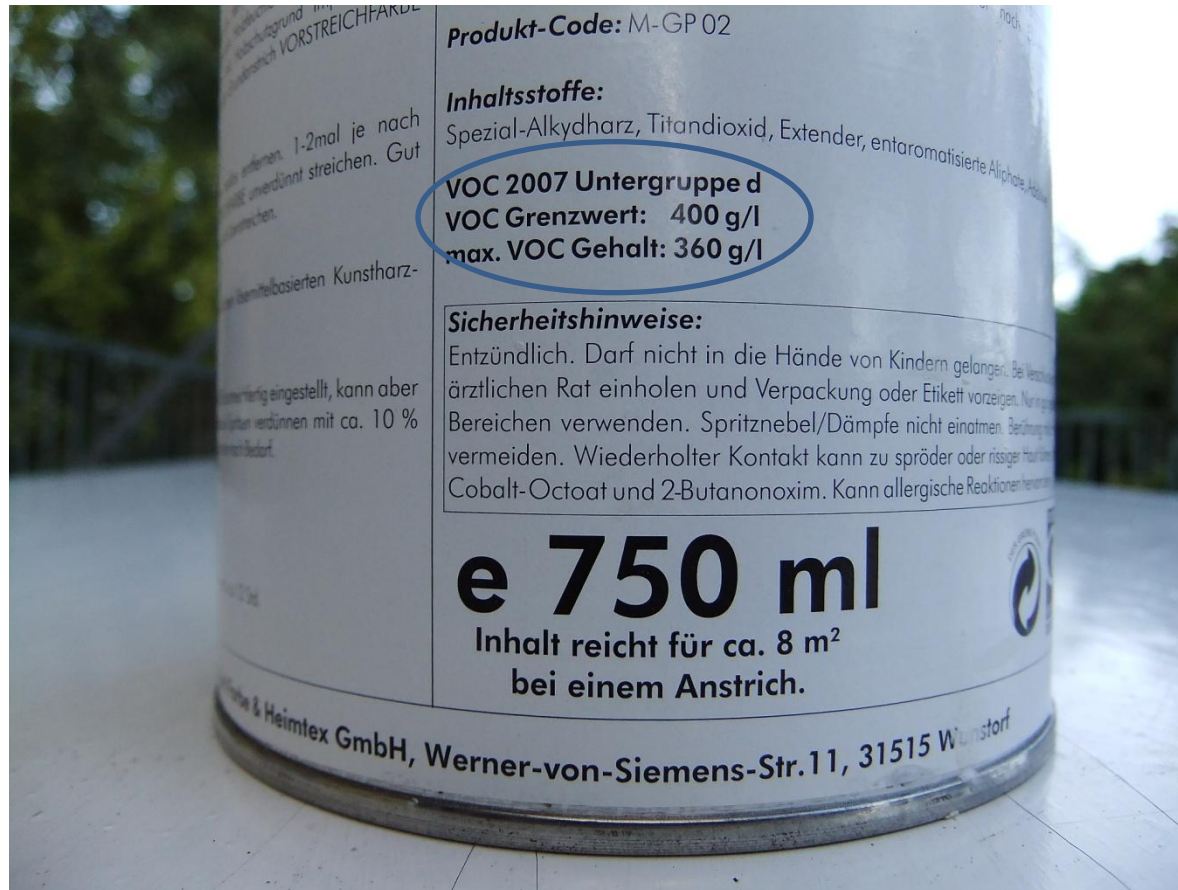
Ray of hope →

Directive 2004/42/EC on the limitation of emissions of volatile organic compounds (**VOC**) due to the use of organic solvents in certain paints and varnishes

- Article 1 “Purpose and Scope ... to protect the health of consumers and of workers and their working environment.”
- Article 1, 6. ‘VOC content’ means the mass of volatile organic compounds, expressed in grams/litre (g/l), in the formulation of the product in its ready to use condition.
- Article 4 „Labelling“
- Member States shall ensure that the products set out in Annex I carry a label when they are placed on the market. The label shall indicate: The labelling of the relevant VOC limit values in g/l and the maximum content of VOC in g/l of the product in a ready to use condition.
- → **Volume** declaration of the content is by that way an European target.

Why volume declaration? / Paints

Directive 2004/42/EC on the
limitation of emissions of **volatile organic compounds (VOC)**
due to the use of organic solvents in certain paints and varnishes



Unit price

- Ranges for pack sizes
 - with their inherent protection against not noticeable reducing the nominal filling –
- are **no** longer existent
(with exemptions for spirit & wine).
- Therefore a **clear** unit price declaration is strictly necessary.

Unit price



Unit price

Basis:

European **Directive 98/6/EC** on consumer protection in the indication of the prices of products offered to consumers

- Article 2(b) **unit price shall mean the final price**, including VAT and all other taxes, **for one kilogramme, one litre, one metre, one square metre or one cubic metre** of the product or a different single unit of quantity which is widely and customarily used in the Member State concerned in the marketing of specific products;
- → “piece” is *not* regulated!
- Article 4, 2. Where national or Community provisions require the indication of the net weight and the net drained weight for certain pre-packed products, it shall be sufficient to indicate the unit price of the net drained weight.

Unit price

European **Directive 98/6/EC** on consumer protection in the indication of **the prices of products offered to consumers**

- Article 4, 1. The selling price and the unit price must be unambiguous, **easily identifiable and clearly legible**.
 - This is often a big problem:
in advertising and at the shelf the unit price is shown much to little and only the end price is in big and bold letters.
This gives a misleading of consumer also because the ranges for pack sizes are repealed.

Positive labelling of unit price will be

- all times the same background colour or
- given in a rectangle

1 kg
2,65 €

- Since 2000 unit price enforcement is **no** longer task of German verification offices !

Unit price

European **Directive 98/6/EC** on consumer protection in the indication of the prices of products offered to consumers

- Article 4, 1. The selling price and the unit price must be unambiguous, easily identifiable and clearly legible.



26% sparen ~~2.29~~



Jacobs
**Krönung oder
Carismo Pads**
verschiedene Sorten
100 g = 1,61
je 16er Packung

Super-Knüller
1.69

36% sparen ~~3.49~~



Langnese
Cremissimo
verschiedene Sorten
1l = 2,22 / 2,47
je 900 / 1000 ml Schale

Super-Knüller
2.22



**inkl. 20%
mehr
Inhalt**

**Sie sparen
37%**

Rama***
Streichfett,
70% Fett
1 kg = 1,65
je 600 g Becher

Super-Knüller
0.99

~~1.59~~

Unit price

Directive 98/6/EC on consumer protection in the indication of the prices of products offered to consumers

In Germany there is an initiative to fix in our Price Declaring Regulation:

- The minimum high for the unit price *and* the ratio single price / unit price
- To allow in future for weights only the declaration of the unit price in € /kg

and no longer for packages smaller or equal than 250 g the declaration of the unit price in €/ (100 g) because to often also in the same shop for the same product group the unit prices are given onetime in € / kg and other time, direct beneath in the shelf, in €/ (100 g)

Rem.: If labelling by weight and volume → for the traders it isn't clear to which unit the unit price shall be given! → confusion for the consumers