



# SUPD Markings Legislation

*(April 2021 Update)* From July 2021 the EU Single Use Plastic Directive (SUPD) requires standard '*Plastic in Product*' markings for a range of packaging items, including beverage cups.



# SUPD Paper Cup Labelling – What You Need to Know



**New packaging labelling laws are coming into effect across Europe to combat marine litter levels.**

*The Single Use Plastic Directive (SUPD) requires standard 'Plastic in Product' markings for beverage cups, regardless of plastic content levels.*

When will cups require marking by?

- Cups **delivered to** customers **before July 3rd 2021** **CAN be sold** in that European Member State until July 4th 2022 **without the label**
- Cups that are to be delivered to and sold ('Placed on the market') in another European Member State after July 3rd 2021 **must** have the label.
- Directive applies to **all types of disposable cups** – even so-called '*plastic-free*' cups (Anyone offering such products as a 'Solution' to avoid labelling is giving misleading information)
- The marking must contain the language of the country the cup is to be used in. You can have multiple languages
- Cup Print are ready to add the required logos on your custom cup design according to the [regulations](#)
- **No charges** will be made for adjusting plates of existing designs

Cup Print continues to offer their short-run, fast turnaround customised cup printing service, including two sustainable solutions in line with **AA-rated BRCGS High Hygiene & Product Quality Standards** and **PEFC Forestry Accreditation**.

The Cup Print Alternative Coatings Range offers a certified-as-recyclable cup using **EarthCoating®** mineralised liner - certified by both PTS and Institute cyclos-HTP in conjunction with the **European Green Dot Scheme** - plus a **Compostable** Cup Range.

[VIEW DIRECTIVE](#)



# Specifications – from Annex IV of the SUPD

Beverage cups made partly from plastic shall bear the following printed marking

Note: the black line bordering the marking is not part thereof. Its only purpose is to show the thin white line bordering the marking.

## Colours

The colours for labelling to be used are:

- White: C=0 / M=0 / Y=0 / K=0
- Black: C=0 / M=0 / Y=0 / K=100
- Red: C=0 / M=90 / Y=60 / K=0
- Blue: C=60 / M=0 / Y=0 / K=0

Red 206

Blue 305

Note that markings for 100% plastic cups are different, as shown in the [Directive](#).



## Dimensions

Horizontal on cup away from drinking area

- Cups < 500ml – 1.4cm by 2.8cm
- Cups > 500ml – 1.6cm by 3.2cm

## Fonts, Size, Resolution & Positioning

The information text 'PLASTIC IN PRODUCT' (or its language alternative) shall be in upper case and in **Helvetica Bold**.

The font size shall be a minimum of 5 pt for the cups of less than 500 ml and of 6 pt for the cups of 500 ml or more.

Minimum resolution of 300 dots per inch when printed in actual size

Where it is not possible to place the marking horizontally due to the shape or size of the cup, it may be rotated 90° and placed vertically. The boxes of the marking shall not be separated. (View positioning closeup overleaf.)



## Language

Where the information text is translated into another or several official languages of the Member States, the translated information text shall be placed either close below the marking, or inside the rectangular black box below the first language and shall be in both cases clearly visible.

The official wordings for each language are:

	PLASTIC IN PRODUCT (PAPER CUPS CATEGORY)
Bulgarian	ПЛАСТМАСА В ПРОДУКТА
Spanish	PLÁSTICO EN EL PRODUCTO
Czech	PLAST VE VÝROBKU
Danish	PLASTIK I PRODUKTET
German	PRODUKT ENTHÄLT KUNSTSTOFF
Estonia	TOODE SISALDAB PLASTI
Greek	ΠΛΑΣΤΙΚΟ ΣΤΟ ΠΡΟΪΟΝ
English	PLASTIC IN PRODUCT
French	PRODUIT CONTENANT DU PLASTIQUE
Croatian	PLASTIKA U PROIZVODU
IRISH	PLAISTEACH SA TÁIRGE
Italian	PLASTICA NEL PRODOTTO
Latvian	IZSTRĀDĀJUMĀ IR PLASTMASA
Lithuanian	GAMINYJE YRA PLASTIKO
Hungarian	A TERMÉK MŰANYAGOT TARTALMAZ
Maltese	PLASTIK FIL-PRODOTT
Dutch	PRODUCT BEVAT PLASTIC
Polish	PRODUKT ZAWIERA PLASTIK
Portuguese	PLÁSTICO NO PRODUTO
Romanian	PLASTIC ÎN PRODUS
Slovak	PRODUKT OBSAHUJE PLASTY
Slovenian	PLASTIKA V PROIZVODU
Finnish	TUOTTEESSA ON MUOVIA
Swedish	PRODUKTEN INNEHÅLLER PLAST



# 12oz Double-Wall Cup Positioning Example (1.4cm x 2.8cm)



red line defines visible area of the cup when manufactured

