

# Creating Pack Copy for Food Packaging

For Healthy Food &  
Drink Products

 **Interreg**  
Atlantic Area  
European Regional Development Fund



 **CAHFES**

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## Scope of this Training Module

As we explored in the [P5-M8 Legal Labelling](#) training module, ensuring that the products which you bring to market are **labelled correctly** is a **fundamental legal duty** of every food producer.

This module seeks to provide suggestions as to how you can **create your pack copy in a systematic way**, allowing you to prepare a coherent document from which your designer can prepare your artwork.

Asking your designer to make **changes to artwork can prove very expensive**, so it is well worth you ensuring that your pack copy is accurate and expressed in the most **impactful, but legally permitted**, manner from the outset.

The module also highlights the importance of you being able to **identify from where the information on your packaging has been sourced** and to **record this information in a methodical and readily accessible way**.

This will allow you to **create an auditable trail to demonstrate your due diligence** should you be challenged by legal authorities or key customers to verify that **what appears upon your packaging can be proven to be true**.

This short training module is **for your guidance only**, and cannot cover every aspect or scenario that may arise with regards to pack copy, we therefore recommend that you **seek expert advice regarding any queries before committing to packaging print runs**.

## Getting the Best from this Training Module

To gain the best outcomes from this training module you may wish to use the information it provides in conjunction with previous AHFES training modules.

### Some modules that you may find useful include :

P1-M7 Legal Aspects of Development

P3-M5 Pack Design

P5-M2 Defining Product Attributes

P5-M6 Conducting Effective Production Trials

P5-M7 Product Testing in the Development Process

P5-M8 Creating Legal labelling

P5-M10 Checking Artwork for Food Packaging

# What are Pack Copy and Artwork ?

Your **packaging** has a huge role to play in **communicating your brand** and **explaining your product** to consumers.

As well as the overall design, colour choices and imagery you choose to use, your packaging will contain **text** and may feature **other text-inclusive elements**, for example logos or flashes, which are **key methods of communication**.

Drafting the text and confirming the requirements for these other text-inclusive elements to be featured in your packaging design is known as **creating pack copy**.

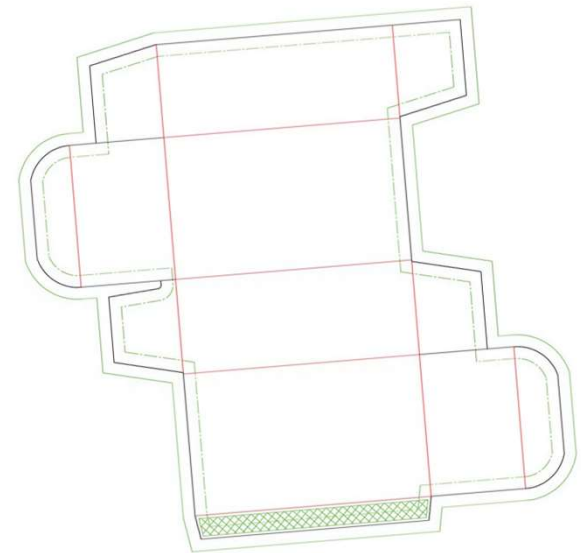
Your designated designer will use the pack copy which you supply to them as a key component in the design process when they create the “**artwork**” for your product.

This artwork is an amalgamation of colour and positioning choices, design motifs, text and imagery which are laid out within the pre-defined dimensions of your chosen packaging.

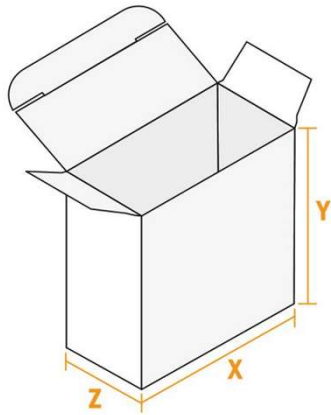
AHFES Pack Copy Compilation Document

Brand/ Range Name	Pack Copy Text or Wording Required	Reference Documents/ Source of Information	Pack Copy Cross checked
Primary Product Title			
Secondary Descriptor or Sub Descriptor			
Legal Title			
Marketing Statements Provide the statements made about the product, ingredients or production process are TRUE & ACCURATE State any provenance or raw material statements required e.g. Spanish Olive Oil/ Welsh Milk/ Sultan Lemongrass			
State any Origin Logos/ Hags/ Icons required (e.g. National flag, PGI, Denominations)			

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# Packaging Layouts



Z width  
X length  
Y height



DEFINITION OF s-BRIGHT



Legend

1	Ascender line
2	Cap line
3	Mean line
4	Baseline
5	Descender line
6	x-height
7	Font size

The artwork is presented on a layout, much like an architectural blueprint, which is a 2D representation of 3D packaging.

It has various names including **cutter guide**, **dieline** or **keyline drawing**.

It acts as a guide for the designer and printer to allow them to create the correct layout and positioning within the design.

These guides are created as vector graphics using specialist software (such as Adobe Illustrator) which allows them to be highly accurate in the measurements used and to remain in perfect proportion when being worked upon.

It shows the printable surfaces and functional elements such as where the pack should be cut, creased and folded and glued.

The **amount of pack copy that can be accommodated** is a function of the space available on the pack and the font size used. Font size is subject to legal requirements – see module P5-M8.



# Packaging Faces

Depending on what type of packaging you require, the pack may have multiple **surfaces visible to customers**, these are often **called faces**. Perhaps the most simple food packaging layout would be a label, adhered to a single surface and where all of the information it contains can be read at once in what is known as a single **“field of vision”**. Even labels can be more complex – for example if they are a “c-wrap or d-wrap” style in which they wrap around a tray. In this case **different faces will be created**.

This field of vision concept is important, as there are **legal requirements** with which you must comply which state **certain information must be in the same field of vision**.

See our P5-M8 Legal Labelling module for more details.

For example

- a **form, fill and seal pouch** may only have 2 faces - a **front of pack (FOP)** or **back of pack (BOP)**.
- a cardboard sleeve around a tray or pot would have **4 faces** – FOP, BOP and 2 side panels.
- Sides of pack are sometimes called **“rising faces”** as they might be the visible surface that rises from a display shelf.
- a **box format** might have a further 2 surfaces at the top and bottom of the pack.

All of these faces or surfaces have the potential to carry pack copy text – but the practical use of these relates to their visibility.



Single face Label



C-Wrap Label



Front of Pack



Side of Pack



# Supplying & Positioning Your Pack Copy Systematically

You will need to discuss with your designer **what information should be displayed on which surface** of the packaging, in order to create the impact you desire with customers, whilst staying within the law.

You will need to consider **how and where your product will be viewed by customers** - will the pack be displayed “front of pack on” or with the “rising face” showing?

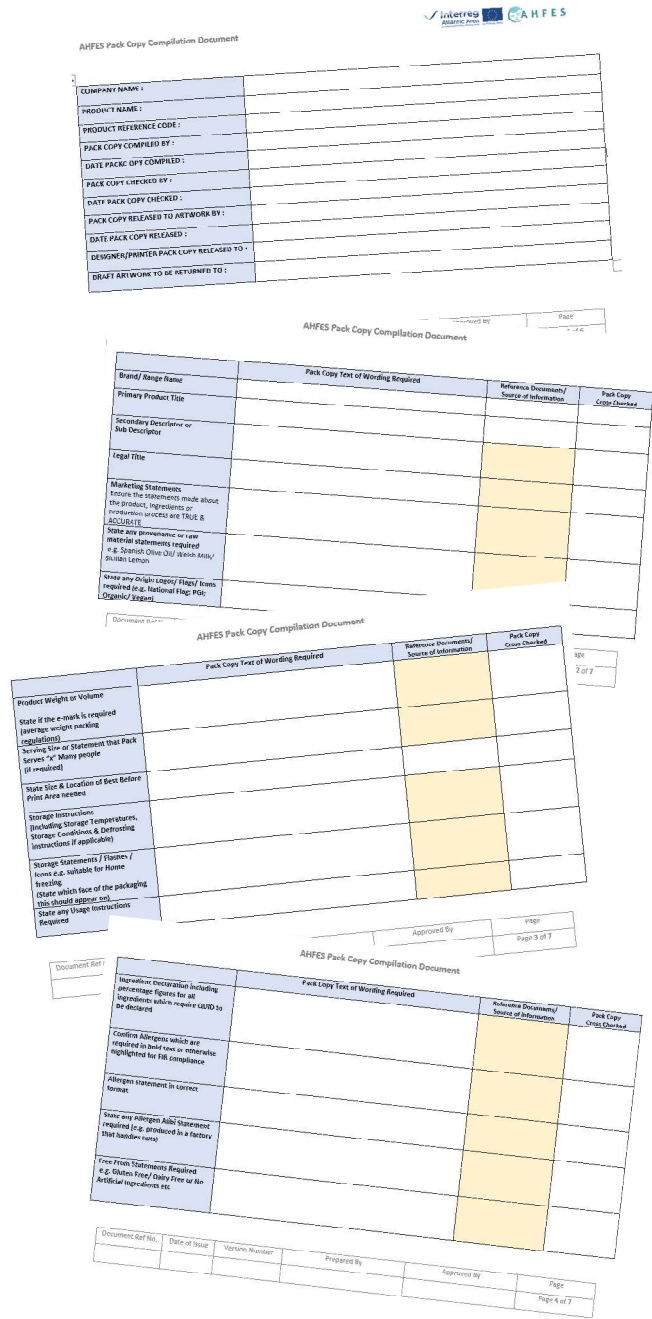
For example, cereal boxes are most often placed on the shelf with their front panel facing forward, but ready meals are stacked with only a side panel showing – this is the rising face.

By supplying the pack copy to the designer in a **methodical way**, you help them select the key pieces of information to use on each face and allow the design to be created **coherently and cost effectively**.

Remember that **all the legally mandatory information must be prioritised to appear on the pack.**

You can then add your own voluntary marketing wording, but this must never result in there **not being enough space left for the mandatory information.**

# Introducing the AHFES Pack Copy Template



To assist you in collating and presenting your pack copy in a systematic way, we have created a **template** associated with this training module.

It forms a **start point** for you to draft your pack copy.

It allows you to **record** from where the information for the pack copy has been taken and create a **reference back to your documentary records**.

To avoid costly mistakes it is very good practice for a suitably trained person to **cross check** the information & the template allows this to be noted.

The template can be **tailored to your specific requirements by adding or removing sections as appropriate for your products**.

The pack copy template then forms a **systematic document** from which your designer can take information to create your packaging design.

In the next few slides we will look at this template in more detail and suggest the type of information you may wish to include in each section.

This is a cover page to record **key details, dates and log who has been involved** in the creation of the pack copy

## Pack Copy Document

COMPANY NAME :	←	<b>Insert your company name for reference</b>
PRODUCT NAME :	←	<b>Add the name – be careful to update if you move from a working title to a final name</b>
PRODUCT REFERENCE CODE :	←	<b>If the product has an internal or customer reference code, add it here</b>
PACK COPY COMPILED BY :	←	<b>Add the name of person writing the pack copy document</b>
DATE PACK COPY COMPILED :	←	<b>Add date pack copy completed</b>
PACK COPY CHECKED BY :	←	<b>Add name of person who cross checked the pack copy</b>
DATE PACK COPY CHECKED :	←	<b>Add the date the cross check was completed</b>
PACK COPY RELEASED TO ARTWORK BY :	←	<b>Add the name of the person responsible for releasing the pack copy to the designer</b>
DATE PACK COPY RELEASED :	←	<b>Add designer release date</b>
DESIGNER/PRINTER PACK COPY RELEASED TO :	←	<b>Add the name of person or company the pack copy was released to</b>
DRAFT ARTWORK TO BE RETURNED TO :	←	<b>Indicate to whom the artwork should be sent by the designer</b>

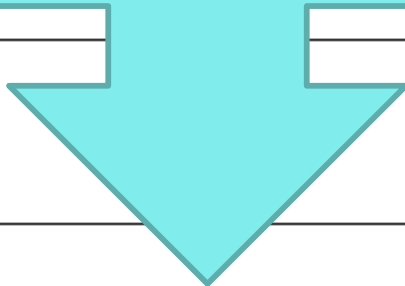
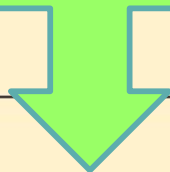
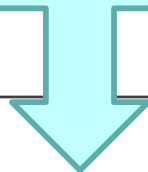
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**Use this footer area to link this template into your document management system**

The remaining pages are laid out to **allow information to be added** and **evidence for this wording to be recorded** and **cross checked**.

FES Pack Copy Compilation Document

	Pack Copy Text of Wording Required	Reference Documents/ Source of Information	Pack Copy Cross Checked
Brand/ Range Name			
Primary Product Title	<p><b>Add the exact wording of the text that you wish the designer to use into this section.</b></p> <p><b>There should not be any ambiguity as the designer is relying on you as the product expert and originator to provide clear and accurate information.</b></p> 	<p><b>This section is where you record the specifications of raw materials, tests results, legal advice or other evidence for your pack copy wording.</b></p> <p><b>Essential evidence sections are shaded.</b></p> 	<p><b>This section forms a checklist where the person cross checking the wording and the evidence can comment and/or add their initial as they check, providing evidence of due diligence.</b></p> 
Secondary Descriptor or Sub Descriptor			
Legal Title			
Marketing Statements Ensure the statements made about the product, ingredients or production process are TRUE & ACCURATE			
State any provenance or raw material statements required e.g. Spanish Olive Oil/ Welsh Milk/ Sicilian Lemon			
State any Origin Logos/ Flags/ Icons required (e.g. National Flag; PGI; Organic/ Vegan)			

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## Evidence for Pack Copy – Some Examples



### Raw Material Specifications



Evidence of ingredients and allergen declarations and provenance statements



### Recipe & Manufacturing Specifications



Evidence of QUID declarations, statements relating to processes for example hand cut, slow roasted, freeze dried



### Laboratory Nutritional Test Results



Evidence of figures used on nutritional tables, nutritional claims and front of pack nutrition flashes



### Compliance with External Schemes



Evidence of claim statements such as organic, animal welfare, vegan or suitable for coeliacs



### NPD & Production Trial Reports







Evidence for origins of pack weights, "created by our chef" statements, suitability for home freezing



**This page outlines names, marketing statements and provenance or origin claims**

	Pack Copy Text of Wording Required	Reference Documents/ Source of Information	Pack Copy Cross Checked
Brand/ Range Name	← Add the name of your brand or sub-brand – evidence is not crucial but you may wish to note what led to the choice of branding (e.g. consumer research)		
Primary Product Title	← A Primary title is permitted to be something innovative, unique, catchy or marketing driven – again you may wish to reference consumer research		
Secondary Descriptor or Sub Descriptor	← In a Secondary/sub descriptor you can use marketing words such as “delicious” or “full of flavour” but information within it must not mislead the consumer. Retain raw materials and manufacturing specifications as evidence.		
Legal Title	← The legal title is a formal short description of the product and its nature – no marketing words are permitted. Ensure you have documented proof of any wording used.		
Marketing Statements Ensure the statements made about the product, ingredients or production process are TRUE & ACCURATE	← You can market your product with any statements you choose but if they are specific claims, they must be capable of being verified and no wording must mislead the consumer as to what the product is or offers. Again use documents such as specifications, certificates and audit reports as proof.		
State any provenance or raw material statements required e.g. Spanish Olive Oil/ Welsh Milk/ Sicilian Lemon	← If you are claiming any provenance or attributes for the products ingredients or production methods you must have evidence to back this up – such as raw material and manufacturing specifications, production records and audit reports.		
State any Origin Logos/ Flags/ Icons required (e.g. National Flag; PGI, Organic/ Vegan)	← You may wish to show claims or provenance as a flash or logo rather than in words, let the designer know that in this section. Some logos etc require you to pass an audit or pay a fee to use them – so check and retain proof you are compliant.		

# Product Titles – Some Examples of Different Types of Titles

Type of Title	Where it Appears	What it Does	Example 1	Example 2	Example 3	Example 4
						
<b>Primary Title</b>	Front of pack	Used as the main name of the product	Crispy Aromatic Quarter Duck	Bramley Apple and Cider Sauce	Watermelon (note the tile does not state what the product is)	Diet Indian Tonic Water
<b>Secondary Title</b>	Front of pack (may not be used if the primary title is self explanatory)	Used as a more detailed product description to inform the consumer the products' attributes.	Slow roasted marinated British Duck with 6 pancakes, hoisin sauce, fresh cucumber and whole spring onions	with Somerset cider and Dijon mustard to make every pork dish perfect	None - but large picture of a watermelon ice lolly is shown	None – the primary title is sufficient
<b>Legal Title</b>	Usually back of pack but must be in the same "field of vision" as the product weight	Must describe the product accurately but no marketing words are permitted	slow roasted marinated duck with hoisin sauce, 6 pancakes, cucumber and spring onions	apple and cider sauce made with chicken stock and cream	Watermelon water ice & apple water ice with chocolate flavoured pieces	Carbonated low calorie Indian tonic water with sweeteners



**This page outlines weight or volume of the pack, serving sizes, storage and usage instructions and where you wish to locate the date code.**

	Pack Copy Text of Wording Required	Reference Documents/ Source of Information	Pack Copy Cross Checked
Product Weight or Volume State if the e-mark is required (average weight packing regulations) ←	<b>The weight or volume of your pack needs to be established and verified as consistent by your production trials, with records retained. If you intend to pack under average weight regulations, then the use of the e-mark is appropriate. See the following slides for more information.</b>		
Serving Size or Statement that Pack Serves "x" Many people (if required) ←	<b>You may wish to indicate the number of servings in your product – if you wish to declare your nutritional information per serving or portion, or make a nutritional claim this is a requirement. Retain records of how this serving size was calculated.</b>		
State Size & Location of Best Before Print Area needed ←	<b>You need to tell the designer where to place the date code box and how big it needs to be, so that you can print or apply the date effectively during packing.</b>		
Storage Instructions (Including Storage Temperatures, Storage Conditions & Defrosting instructions if applicable) ←	<b>You must tell consumers how to store your product as how they do this will have a key impact on the shelf life of the product. Retain evidence that your shelf life testing was based on these conditions and criteria.</b>		
Storage Statements / Flashes / Icons e.g. suitable for Home freezing (State which face of the packaging this should appear on) ←	<b>Some brands like to highlight attributes such as it being suitable for Home Freezing as an icon. In this example you must retain records of the tests you undertook to prove the safety and quality of the food after freezing and defrosting.</b>		
State any Usage Instructions Required ←	<b>You may wish to suggest how the consumer might best enjoy the product, retain any information as to how you came to these recommendations.</b>		

# Declaring Weights & Measures on Your Packaging

**Packaged goods** are defined as products that have all of these 3 characteristics

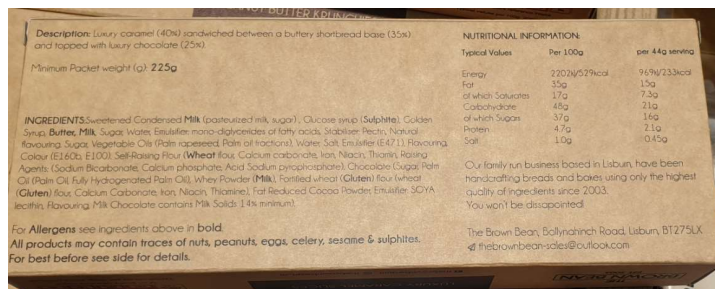
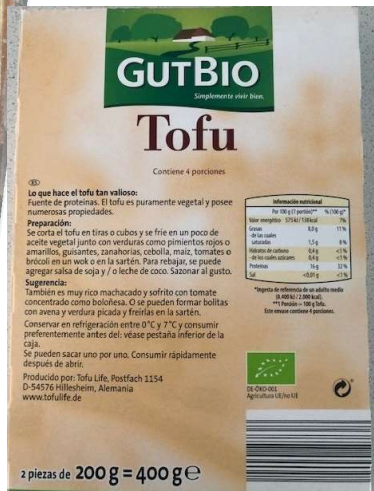
1. they are **sold in a sealed pack**

2. they weigh between **5g and 25kg** or **5ml and 25 litres**

3. they are the **same weight or volume as other products of the same type**

You can pack packaged goods using **2 different approaches to the pack weight** and this has implications for whether you need to check and record your packing data on an ongoing basis.

**Check the legislation** for your country or region for more details on how to comply and what checks will be carried out by the competent authorities in your area.



# Declaring Minimum Weight on Your Packaging

## Packing to Minimum Weight

You can pack your products so that they contain **at least the quantity displayed on the label**.

You must ensure that **no packs** that you place on the market are **below this weight** by checking every pack.

The packages can contain more than the label says, but not less. However, for a business put more undeclared weight in the pack represents a “giveaway” that costs money.

The weighing or measuring equipment you use cannot be domestic equipment intended for home users.

It must be an **appropriate industrial grade of equipment**, be calibrated and your local authorities will check it is weighing accurately.

Because every pack must be weighed to check it is at least the minimum weight, it is often used for packing low volume throughputs of products.



# Declaring Average Weight on Your Packaging

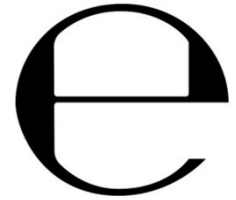
## Packing to Average Weight

In this more complex system, you pack products to an average weight which you assess and define during your production trials and then declare on the label. Your local authorities may set the sample size & frequency, but for example, at your production trial you may record the weights of 100 representative packs, calculate a mean average and use this as your declared average weight.

Then you must **check your packed products on an ongoing basis** during production runs to make sure a random sample is packed to meet what is known as the **'three packers' rules'**:

Rule 1 :	Rule 2 :	Rule 3 :
the contents of the packages must not be less, on average, than the weight on the label	only a small number (2.5% of the batch) can fall below a certain margin of error, known as the <b>'tolerable negative error'</b> or TNE (see next slide) – known as T1.	no package can be under weight by more than twice the TNE - known as T2.

You must keep methodical and accurate manual or electronic records of the samples you have weighed and have these records available for inspection and auditing by your local authorities, who will also advise on sampling. If you use this system, you must show the e-mark on your packaging.





# Tolerable Negative Error - TNE

The level of Tolerable Negative Error which is deemed legally acceptable varies based upon the weight of the product in grammes or volume in millilitres.

The measurement of this TNE changes between a percentage at some weight bands to a specific weight or volume at other weight bands.

This means that you will need to calculate the permissible percentage in those weight bands.






Rounding must be to 0.1g or ml.

For example if your product weighs 450g then 3% = 13.5g which is the T1.

T2 is twice this = 27g and no packs must fall below this weight.

Nominal Quantity in g or ml	Tolerable Negative Error
5 to 50 g or ml	9% of nominal quantity
from 50 to 100 g or ml	4.5 g / ml
from 100 to 200 g or ml	4.5% of nominal quantity
from 200 to 300 g or ml	9 g / ml
from 300 to 500 g or ml	3% of nominal quantity
from 500 to 1,000 g or ml	15 g / ml
from 1,000 to 10,000 g or ml	1.5% of nominal quantity
from 10,000 to 15,000 g or ml	150 g / ml
above 15,000 g or ml	1% of nominal quantity

**This page outlines details about ingredients, allergens and free from statements.**

	Pack Copy Text of Wording Required	Reference Documents/ Source of Information	Pack Copy Cross Checked
<p>Ingredient Declaration including percentage figures for all ingredients which require QUID to be declared</p> 	<p><b>You must declare your ingredients in descending order of their presence in the recipe, see our P5-M8 Legal Labelling module for more details. Retain your product specifications as evidence of the list you declare on pack.</b></p>		
<p>Confirm Allergens which are required in bold text or otherwise highlighted for FIR compliance</p> 	<p><b>Consumers rely on you providing accurate information to protect them from consuming foods to which they may have a life threatening allergy or be intolerant. See our P5-M8 Legal Labelling module for more details and retain raw material and manufacturing specifications as evidence of the list you declare on pack.</b></p>		
<p>Allergen statement in correct format</p> 	<p><b>Allergens must be highlighted on pack in a legally compliant way. Ensure that this detail is indicated to the designer and cross checked to ensure your packaging is compliant.</b></p>		
<p>State any Allergen Alibi Statement required (e.g. produced in a factory that handles nuts)</p> 	<p><b>Some manufacturers and brand owners choose to state that although the product does not contain an allergen, it has been produced in an environment in which allergens are handled. Retain records accordingly.</b></p>		
<p>Free From Statements Required e.g. Gluten Free/ Dairy Free or No Artificial Ingredients etc</p> 	<p><b>Again consumers rely on you providing accurate information that a product is free from an allergen or other component. See our P5-M8 Legal Labelling module for more details and retain full documentation as evidence of any claims you declare on pack.</b></p>		

# The 14 Declarable Allergens

Cereals containing gluten

Crustacea and products of these

Molluscs & products of these

Fish and fish products

Soya beans & Soy products

Milk and milk products

Peanuts

Tree nuts and nuts products

Sulphite in concentrations of 10mg/kg or more

Eggs and egg product

Sesame Seeds

Celery

Mustard

Lupin

See our modules P5-M7 for testing advice and P5-M8 for more details about how these should be labelled.

**INGREDIENTS:** Wheat Flour (**Wheat Flour**, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Yeast, Sourdough Powder (4.5%), Vegetable Fats (Palm Rapeseed), Dextrose, Salt, **Soya Flour**, Emulsifiers (Mono- and diglycerides of fatty acids, Sodium stearoyl-2-lactylate, Mono- and diacetyl tartaric acid of Mono- and diglycerides of fatty acids), Preservative (Calcium Propionate), Flour Treatment Agent (Ascorbic Acid).





**ALLERGY ADVICE:** For allergens, including cereals containing gluten, see ingredients in **bold**.

Suitable for vegetarians and vegans.

Note how allergens have been highlighted by the use of bold font in this product's ingredient list.



**This page outlines details about nutritional declarations and statements and “suitable for” claims.**

	Pack Copy Text of Wording Required	Reference Documents/ Source of Information	Pack Copy Cross Checked
<p>“Suitable For” Statements or Logos Required e.g. Vegetarians/ Vegan/ Coeliac Society</p> 	<p><b>Consumers also rely on you providing accurate information to allow them to choose foods that meet their lifestyle choices. Our P5-M8 Legal Labelling module has more details. Retain raw material and manufacturing specifications as evidence of the list you declare on pack. Some logos may require passing an audit or payment to use them.</b></p>		
<p>Nutritional Information</p> <p>State if required in table or linear format</p>  <p>Include information per serving / portion size if required</p>	<p><b>If using analytical data, best practice is to declare nutritional information which is an average of at least 3 representative samples.</b></p> <p><b>Retain your laboratory results or a record of how the declaration has been arrived at by calculation, including the authoritative nutritional data source you used.</b></p> <p><b>The size of the pack will dictate if the format will be as a table or linear. Take care to ensure that the portion or size declared is consistent across all the places at which it is mentioned on the pack. See our P5-M7 Product Testing and P5-M8 Legal Labelling modules for more details.</b></p>		
<p>Front of Pack Nutritional Scheme (e.g. Traffic Lights/ABCDE)</p> <p>State figures and colours required/ to be highlighted</p>  <p>Include serving size if to be used on packaging</p>	<p><b>Tell the designer if you wish to feature a front of pack nutritional declaration, and provide details of what this should say.</b></p> <p><b>Retain your calculations as evidence for any grading that you declare.</b></p>		
<p>Nutritional Statements/ Flashes/Icons</p>  <p>e.g. High In x / A source of x</p>	<p><b>Any nutritional claims should be stated here and you must retain evidence as to how the product is compliant . Our P5-M7 Product Testing and P5-M8 Legal Labelling modules have more details.</b></p>		

# Presenting Nutritional Information

Regulations across the EU and the UK stipulate that the nutritional information must be shown in a table unless the pack is so small it will not fit on it. Then a linear format is permitted.

The table must include the items shown in **black** in the table on this slide, in the unit and order shown, with figures aligned.

Items in **red** may be added if desired, but as with any voluntary information you choose to include, this must not be at the expense of the space available for mandatory information.

	Por 100 g	1 Porción (60 g)**	% (60 g)*
Valor energético/Energía	1475 kJ/ 349 kcal	885 kJ/ 209 kcal	10 % 10 %
Grasas /Lípidos	3,0 g	1,8 g	3 %
- de las cuales saturadas - dos quais saturados	0,5 g	0,3 g	2 %
Hidratos de carbono	53,0 g	31,8 g	12 %
- de los cuales azúcares - dos quais açúcares	1,5 g	0,9 g	1 %
Proteínas	23,0 g	13,8 g	28 %
Sal	0,08 g	0,05 g	<1 %







Table Format

**NUTRITION INFORMATION**  
**Typical values per 100ml:**  
 Energy: 39kJ/9kcal, Fat: 0.9g, of which saturates: 0.3g, Carbohydrate: 0.9g, of which sugars: 0.3g, Protein: 0.1g, Salt: 0.1g.

Linear Format

Typical Values	Per 100g/ml
Energy	kJ/kcal
Fat	g
of which saturates	g
monounsaturates	g
polyunsaturates	g
Carbohydrates	g
of which sugars	g
polyols	g
starch	g
Fibre	g
Protein	g
Salt	g
Vitamins and Minerals	Units specified in Annex XIII

**This page outlines any hazard statements, the barcode, business address, social media or website reference and recycling information.**

	Pack Copy Text of Wording Required	Reference Documents/ Source of Information	Pack Copy Cross Checked
<b>Hazard Statements /Important Warnings</b> (e.g. may contain bones/contains stones/contains alcohol) 	<p><b>If you wish to point out any potential hazards on pack state them here.</b></p> <p><b>Examples might be the presence of alcohol in a recipe, stones in olives, bones in fish or chicken. Retain any evidence you have of their presence.</b></p>		
<b>Barcode Number</b> 	<p><b>Tell the designer the barcode to be used.</b></p>		
<b>Business Address Information</b> 	<p><b>Your business address needs to be either the name of the business under whose name it is marketed or imported. It must be a means for a consumer to contact you by post and cannot just be an email address or telephone number.</b></p>		
<b>Website or Social Media Contact Information</b> 	<p><b>Tell the designer the if you wish to add your website and social media contact information.</b></p>		
<b>Recycling Information for all the relevant packaging components</b> 	<p><b>You can state the suitability of your packaging for recycling here.</b></p> <p><b>Retain packaging specifications which confirm recyclability for every component to substantiate what you declare here.</b></p>		
<b>On Pack Photography</b> 	<p><b>Whilst not text, on pack photographs and imagery are an important communication method, and they must comply with legislation about not misleading consumers equally with wording. If you know what visual images are to be used at the pack copy stage, advise the designer here and retain copies in your files.</b></p>		

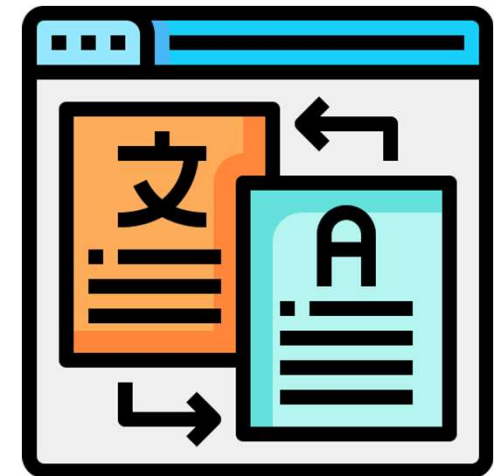
# Pack Copy in Different or Multiple Languages

You may wish to generate food product packaging which has text in **a language other than the language in which the product was originated** or to feature **more than one language**.

This may be to serve markets in which there is more than one official language or to allow it to be sold in an export market.

This can make the artwork process more complex and more prone to errors, so **taking a structured approach** to you pack copy in these circumstances is **especially important**.

In these circumstances there are a number of things to consider in order to help you produce the most accurate and effective pack copy.



# Some Considerations for Translating Pack Copy

Why not check out our [M1-P8 Tailoring Products to Markets](#) module for more ideas about adapting to new markets ?

1



Best Translations

Your text should reflect the way a native speaker would use the language and not just be a mechanistic word for word translation, as this may seem clumsy to consumers in that market

2



Tuned to the Market

Be sensitive to nuances within the market – do words have double meanings or unfortunate connotations in that language ?  
Are any images you plan to use culturally appropriate ?

3



Legal Requirements

If you are exporting to new markets outside the EU or UK, they may well have different regulations about on pack wording or imagery – be sure to check these and adapt as needed to be compliant

4



Translate Everything

Don't forget that you will need to translate every part of the packaging text – including headings such as Storage/ Ingredients and the names of nutrients within the nutritional table



# Introducing the AHFES Dual Language Pack Copy Template

AHFES Pack Copy Translation Compilation Document

Intercon Africa 2025 AHFES

COMPANY NAME:	
PROJECT FIRM/REG. NO.:	
PACK COPY/LOANER BY:	
LATE PACK COPY/LOANER ID:	
PACK COPY CONCERNED:	
DATE PACK COPY CREATED:	
PACK COPY TRAINA/LEDET:	
DATE PACK COPY TRANSLATED:	
DATE PACK COPY RELEASED TO ARTWORK BY:	
DESIGNER/PRINTER/PACK COPY RELEASED TO:	
CREATE ARTWORK TO BE RETURNED TO:	

Document Ref. No.	Issue/Revision	Version Number	Issued By	Approved By	Page
					Page 1 of 7

Product Weight or Volume	Weight of Pack Copy Free in Original Language	Translation of Pack Copy Free in New or Additional Language	Translation of Pack Copy Free in New or Additional Language	Translation of Pack Copy Free in New or Additional Language
Does it or a pack's residual storage weight (including packaging) exceed a maximum that Pack Copy is to carry? Many people (1) require				
Does the size & location of text blocks (with area needed) require instructions, drawings, photographs, or diagrams to be included in the pack copy? (2) Many people (1) require				
Storage instructions (including drawing, photographs, or diagrams) are required to be included in the pack copy? (2) Many people (1) require				
Storage instructions (including drawing, photographs, or diagrams) are required to be included in the pack copy? (2) Many people (1) require				
Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require				
Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require				
Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require				
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Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require				

Product Weight or Volume	Weight of Pack Copy Free in Original Language	Translation of Pack Copy Free in New or Additional Language	Translation of Pack Copy Free in New or Additional Language
Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require			
Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require			
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Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require			

Product Weight or Volume	Weight of Pack Copy Free in Original Language	Translation of Pack Copy Free in New or Additional Language	Translation of Pack Copy Free in New or Additional Language
Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require			
Does the pack copy contain any text or graphics that require a separate sheet of paper to be included in the pack copy? (2) Many people (1) require			
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To assist you with compiling your pack copy translations in a systematic way, we have also created a **Dual Language template** associated with this training module.

It assumes that you have already created and logged the evidence for the pack copy that you have created in the original language. You can now repeat this text and lay out the translations alongside this, section by section.

The template can also be used by anyone who you request to undertake the translation for you.

To avoid costly mistakes it is very good practice for a suitably trained person who is a native speaker of the new language to **cross check** the information & the template allows this to be noted.

The template can be **tailored to your specific requirements by adding or removing sections as appropriate for your products the countries where you plan to sell the product.**

The template then forms a **systematic document** from which your designer can take information in the new language to create your packaging design.

Don't forget multiple languages mean more space is required on you pack design, and you must prioritise mandatory information !

# Next Module – Checking Your Food Packaging Artwork



In our next module **P5-M10** which is called **Checking Food Packaging Artwork** we will share an additional template for the systematic checking of your food packaging artwork.

This is to **help you to avoid errors** occurring in the packaging you produce.

Mistakes can lead to expensive packaging write offs, or even the need for a product recall which can damage the reputation of your business.

Therefore it is very worthwhile to **invest time and effort** in both ensuring that your **pack copy is accurate to begin with**, that you have **all your evidence safety stored** for future reference and to check that the **pack copy has been transferred to the artwork and printer proofs accurately.**





We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available [please click here](#).



This project is co-financed by the  
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through the Interreg Atlantic Area  
Programme



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