

CANADIAN PACKAGING REQUIREMENTS GUIDE

AN OVERVIEW OF **REGULATIONS,**
BILINGUAL REQUIREMENTS AND
DESIGN RECOMMENDATIONS FOR
CANADIAN PRODUCT PACKAGING



WordFrog Inc.

IMPORTANT CANADIAN PACKAGING REQUIREMENTS

IN A PINCH, USE THIS GUIDE TO MEET THE MINIMUM
REQUIREMENTS FOR YOUR CANADIAN PACKAGING DESIGN

QUICK OVERVIEW



EQUAL-SIZED ENGLISH + FRENCH

English and French of equal
size on same display panel



PRODUCT IDENTIFIER

Generic product identity in
English and French (NOT brand
name)

i.e. "adhesive tape" vs. "Scotch tape"



NET QUANTITY

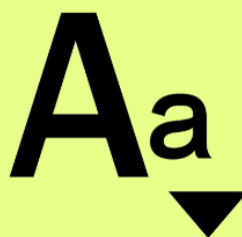
Use metric measurements
and/or indicate number of
units (if applicable).

i.e. "315 ml", "53 g", "One (1) roll"



DEALER NAME + ADDRESS

Name and address are not
required to be bilingual,
however accompanying text
such as "Made in..." must be
displayed in both languages.



TYPEFACE

- Type height min 1.6mm if upper
case or 1.6 mm in rel. to lower
case "o" if lower case or mixed

*may be reduced to 0.8mm (1/32") if
display surface is 10cm² or less



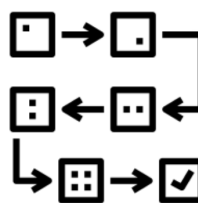
PRINCIPAL DISPLAY PANEL

The principal display panel is the surface on which the product identifier, net quantity, trademarked name, and some industry-specific text must appear. For example, on a cereal box, the "front" of the box would be considered the principal display panel.

Aa

Font size

English and French text on the main display panel must meet minimum type height requirements (1,6 mm) but does NOT have to be the same height. However, the Canadian government strongly recommends that both languages be presented in the same height for legibility and consistency.



Arrangement

The French text must appear on the principal display panel in one of the following ways:

Grouped together (English together and French together)

OR

Alternating between languages

When there are one or multiple surfaces of the same size and prominence as the display panel, separate English and French display panels may be used.

Principal Display Panel Requirements

Container with side or surface displayed or visible under normal conditions	the total area of such side or surface excluding the top, if any
Container with a lid displayed or visible under normal conditions	the total area of the top surface of the lid
Container without particular side/surface displayed/visible under normal conditions	any 40% of the total surface area of the container, excluding the top and bottom, if any, if such 40% can be displayed or visible under normal or customary conditions of sale or use
Bag with sides of equal dimensions	the total area of one of the sides
Bag with sides of more than one size	The total area of one of the largest sides
Wrapper or confined band so narrow that it cannot reasonably display or be visible under normal conditions	total area of one side of a ticket or tag attached to such container

WHAT ELEMENTS ARE REQUIRED ON CANADIAN PACKAGING?



Product Identifier

The product identifier is the product's common name. This is not the trademark - for example, on a package of Scotch tape, the trademark would be "Scotch Tape" and the identifier would be "Clear adhesive tape". The product identifier must be included in any packaging design.



Marketing Copy

Marketing copy can be everything from an "About the Company" blurb to a slogan or a mention of the product's benefits. It is completely optional and used to incite consumers to buy or to reinforce brand image.



Features + Instructions

Important features should be presented in both languages in order to keep the consumer experience consistent. Instructions must be presented in both languages.



Net Quantity

The net quantity of the product must be listed in units (for example, "One (1) light included.", volume or weight. The format depends on the type of product.



Warnings/Regulatory Text

All applicable warnings, cautions and notices must be presented on the package. These vary depending on the type of product and industry - more information can be found on the Government of Canada's website (see links below).



Food Labelling Requirements (See guide below)

Nutrition labels, allergen notices, expiry dates, country of origin, common name, ingredients and net quantity must be presented on food product packaging - see complete details below.



Dealer Name + Place of Business

The dealer name and place of business (address) must appear on the packaging, including a full address.



Trademarked Name

For branding and commercialisation purposes, any trademark for the product should be prominently displayed on the packaging. Technically, however, including them is optional.



Barcode (if selling to a large retailer)

Large retailers require all products distributed in their physical stores to have a barcode. This is generally obtained by the manufacturer according to GS1 Canada standards. See link below.



BILINGUAL COPY - WHERE IS FRENCH REQUIRED?



Product Identifier

The product identifier is the product's common name, and it must be prominently included in both languages on the principal display panel. This is not the trademark - for example, on a package of Scotch tape, the trademark would be "Scotch Tape" and the identifier would be "Clear adhesive tape".



Marketing Copy

Marketing copy can be everything from an "About the Company" blurb to a slogan or a mention of the product's benefits. Although it is recommended to translate these, they may be displayed in English only if space or the design does not allow.



Features + Instructions

Important features *should* be presented in both languages in order to keep the consumer experience consistent. Instructions *must* be presented in both languages.



Net Quantity

- Liquid, gas, viscous – metric units volume
- Solid – metric units weight
- Individual units – numerical count *

**illustration must match quantity listed*



Warnings/Regulatory Text

All warnings, cautions and notices must be presented in both languages. Regulatory text (i.e. hazard warnings, suffocation warnings, toxicity warnings, non-GMO, etc).



Food Labelling Requirements (See guide below)

Nutrition labels, allergen notices, expiry dates, country of origin, common name, ingredients and net quantity on food product packaging must be presented in both English and French.



Dealer Name + Place of Business

The dealer name and place of business (address) can be presented in English only, as addresses and business names are not usually translated to French in the first place.



Trademark

When a trademark appears on bilingual packaging or advertising for Canadian packaging, it may remain in English as long as there is no French version of the trademark registered in Canada. It is recommended that both trademark symbols be included (as pictured on the right).

English	French
Trademark	Marque de commerce
TM available as a symbol on most operating systems, shortcut "(TM)"	^{MC} superscripted and capitalized "MC", not available as a symbol on most operating systems
Registered trademark	Marque déposée
® available as a symbol on most operating systems, shortcut "(R)"	^{MD} superscripted and capitalized "MC", not available as a symbol on most operating systems



FOOD PRODUCTS

DE DE FREIN DOT 3
If vehicles where grade DOT 3 Motor Vehicle Brake
3 est formulé pour être utilisé dans tous les
commandé.
IS WHEN ADDING BRAKE FLUID. 2) KEEP BRAKE
s or other materials may result in brake failure or
KEEP CONTAINER CLEAN AND TIGHTLY CLOSED TO
AINER, AND DO NOT USE FOR OTHER LIQUIDS.
finish.
J VEHICULE LORS DU REMPLISSAGE DE FLUIDE
PROPRE ET SEC. La contamination avec de la saleté,
une panne des freins ou entraîner des réparations
SON CONTENEUR D'ORIGINE. GARDER LE
PTION D'HUMIDITÉ. 4) ATTENTION: JETER LE

HEAVY DUTY/
BRAKE FLUID
LIQUIDE DE

Food products sold in Canada are subject to special packaging regulations and additional requirements. Food packaging must include the following elements of equal prominence in both English and French:

Common Name

Much like the product identifier, the common name is the non-trademarked name for the product. For example, a box of Fruit Loops must display the common name "breakfast cereal".

Country of Origin

For food products fully manufactured outside of Canada, the manufacturer must indicate that it is imported on its packaging. This may be done of one of the following ways:

- Name and principal place of business of the foreign manufacturer
- The statement "imported for" / "importé pour" or "imported by" / "importé par" followed by the name and principal place of business of the Canadian company
- The name and place of business of the Canadian company with the country of origin of the product

Ingredients List

Any prepackaged food with more than one (1) ingredient must include an ingredients list on its packaging. Ingredients must be declared in descending order of proportion by weight.

Allergens

If present, the following allergens must be declared on food packaging:

- Gluten
- Added sulphites
- Almonds, Brazil nuts, cashews, hazelnuts, macadamia nuts, pecans, pine nuts, pistachios, walnuts, peanuts, sesame seeds, wheat or triticale, eggs, milk, soybeans, crustaceans, shellfish, fish, or mustard seeds.

Date Marking + Storage Instructions

Any food product sold in Canada with "durable life" of 90 days or less must bear a date marking and storage instructions on its packaging. Storage instructions must also be included if these differ from normal room temperature storage methods.

Net Quantity

- Liquid, gas, viscous – metric units of volume
- Solid – metric units weight
- Individual units (if package of multiple individual servings) – numerical count x volume per serving

Dealer Name + Place of Business

The dealer name and place of business (address) must appear on the packaging, including a full address.

Trademarked Name

For branding and commercialisation purposes, any trademark for the product should be prominently displayed on the packaging. Technically, however, including them is optional.



EXEMPTIONS+ RESOURCES

Exemptions

THE FOLLOWING PRODUCTS ARE EXEMPT FROM ALL REQUIREMENTS

- Drug/Medical Device
- Commercial, industrial or institutional use only product
- Product for export only
- Product sold only to a duty-free store
- Prepackaged textile articles
- Replacement parts for consumer durables if not displayed to consumer
- Certain artists supplies

Additional requirements

THE FOLLOWING PRODUCTS ARE SUBJECT TO ADDITIONAL/DIFFERENT REQUIREMENTS

- **Cosmetics**
(Subject to the requirements of the *Cosmetics Regulations* under the *Food and Drugs Act*, as well as the *Consumer Packaging and Labelling Act*)
- **Pet foods**
(Subject to the requirements of the *Consumer Packaging and Labelling Act and Regulations* regarding all consumer pet food products)
- **Wine, peanut butter, glucose syrup or refined sugar syrup**
(Canadian Food Inspection Agency regulations prescribe standardized container sizes only for these products).

Resources (Click on links below)

- [Official Guide to the Consumer Packaging and Labelling Act and Regulations](#)
- [Official Canadian Food Labelling Requirements](#)
- [Official Canadian Toy Packaging Regulations](#)
- [Canadian Barcoding Requirements](#)
- [Which nutrition label format should I use?](#)

For helpful articles and more information on our packaging compliance and design services, please visit:

www.wordfrog.ca



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