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GUIDE 41

Packaging — Recommendations for addressing consumer needs

First edition 2003

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Foreword

ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission) form the specialized system for worldwide standardization. National bodies that are members of ISO or IEC participate in the development of International Standards through technical committees established by the respective organization to deal with particular fields of technical activity. ISO and IEC technical committees collaborate in fields of mutual interest. Other international organizations, governmental and non-governmental, in liaison with ISO and IEC, also take part in the work.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

Draft Guides adopted by the responsible Committee or Group are circulated to the member bodies for voting. Publication as a Guide requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO and IEC shall not be held responsible for identifying any or all such patent rights.

ISO/IEC Guide 41 was prepared by the ISO Committee on consumer policy (COPOLCO).

This first edition of ISO/IEC Guide 41 cancels and replaces ISO Guide 41:1984 which has been technically revised.

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Introduction

Packaging of products is of consumer interest, the cost of which is borne indirectly by the consumer. Standardization of aspects of packaging should therefore address such factors as safety, healthiness for the intended purpose, comfort and reliability, as well as such general needs as protection of the environment and energy conservation.

The primary purpose of this document is to provide guidance to:

- those drafting standards to meet the packaging needs and requirements of consumers as prospective purchasers of goods or services;
- committees preparing standards for consumer products or services;
- product designers, manufacturers, and others engaged in the work of making decisions concerning packaging;
- enforcement organizations.

A supplier of high quality packaging can benefit from an enhanced reputation. Cost savings in time and money may also be achieved by reduced levels of enquiries and complaints.