

Recipient
Member of Cabinet to President von der Leyen
16 March 2021

Re: Call for an appropriate transitional period in the implementation of Marking Requirements for wet wipes and feminine hygiene products

Dear,

The undersigned European associations call on the European Commission to ensure appropriate time is given to companies in the implementation of the marking requirements for wet wipes and feminine hygiene products, as set out in the Implementing Act laying down rules on harmonised marking specifications on single-use plastic products listed in Part D of the Annex to Directive (EU) 2019/904 on the reduction of the impact of certain plastic products on the environment¹.

Our associations regret that the original timeline of 12 months – between the adoption of the Implementing Act in July 2020 and its application in July 2021 – has not been respected. With an Implementing Regulation delayed and published in December 2020, and a follow-up CORRIGENDUM² only published on 10 March 2021, this now only leaves industry with 3,5 months to comply with the requirements. Furthermore, the guidelines further clarifying the product scope are only expected for end of April at the earliest.

The deadline for application is impossible to meet as it often takes 6-11 months to adapt artwork (see Annex).

Because discussions are still ongoing on essential parts of the Directive such as scope and definitions, it is not yet possible for companies to know all products and SKUs that would need to comply with the requirements for on-pack markings, let alone initiate their efforts to comply. A.I.S.E, Cosmetics Europe, and EDANA therefore call for an appropriate transitional period to be provided, considering:

- the 12 months transitional period originally foreseen in the legal text was not respected;
- the final pictograms and vector formats of the logos were only published in early March 2021 – 16 weeks before application date. Companies' checks on these pictograms, vectorial files, translations, fonts, etc have only just started and may turn up additional issues;
- the scope of the Initiative in relation to certain materials such as viscose is not yet agreed. A decision may come as late as April/May 2021, thus suggesting only a few weeks for implementation and compliance would remain;
- the artwork process involves several steps typically taking 6 to 11 months to complete;
- a significant pressure on the product category resulting from the Covid-19 public health crisis has highlighted the essential nature of these products (i.e. disinfecting wipes). Business certainty therefore needs be guaranteed for the benefit of all European citizens.

¹ [Commission Implementing Regulation \(EU\) 2020/2151 of 17 December 2020](#)

² https://eur-lex.europa.eu/legal-content/FR/TXT/?uri=uriserv%3AOJ.L_.2021.077.01.0040.01.FRA&toc=OJ%3AL%3A2021%3A077%3AFULL

These concerns have also been exacerbated by the recent interpretation provided by the European Commission's services of the concept of 'placing on the market' and its impact on the existing stocks and the integrity of the Single Market.

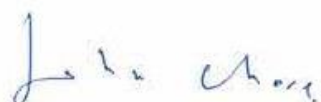
Yours sincerely,

A handwritten signature in black ink, appearing to read 'Susanne Zänker'.

Susanne Zänker
A.I.S.E. Director General

A handwritten signature in blue ink, appearing to read 'Pierre Wiertz'.

Pierre Wiertz
EDANA general manager

A handwritten signature in blue ink, appearing to read 'John Chave'.

John Chave
Cosmetics Europe Director General



Annex: typical timeline for artwork changes within the industry

The artwork process involves several steps taking **6-11 months**:

- Mapping out products in scope: 1-2 months
- Colours and Design Rework by the Agency: 1-2 months
- Local Adaptation by the Agency and Artwork Approval: 2-3 months
- Printer Leadtime: 2-4 months

In order to meet the requirements of the specific colours, additional compatibility studies need to be performed, which can take an additional 1-3 months

Similar process and timelines need to be applied in case of a sticker. For many products artworks need to be re-done as the layout leaves no space to place the sticker.

