

CAN Canadian market trends and new products (Leblond)

- Warning messages on packs:

The warning message will occupy 20% of the front panel. The regulations requested that 70% of the message area be occupied by lettering. The first 2 are acceptable. the next 3 (on 2 sides) are not. Also, French and English do not occupy the same amount of space. It was eventually agreed to have a lettering size for all messages.

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