

Carton Back Panel Claims

back panel marketing copy for a retail carton, checked against the client's own substantiation file | Final specimen

<https://www.editfast.com/editing-services/product-descriptions>

Four environmental claims on one panel, each matched to the figure in the file behind it and to the wording the Green Guides supply.

FINAL TEXT

SPECIMEN, PREPARED BY EDITFAST FOR ILLUSTRATION. NOT A REAL PACKAGE.

Prepared for Marlow Kitchen Goods (fictitious), carton back panel copy

EXTRACT FROM THE CLIENT'S SUBSTANTIATION FILE (reproduced unchanged in both panels)

SF-1 Access study commissioned by the client: recycling facilities accepting this carton are available to 55 percent of communities where the item is sold.

SF-2 The carton is 100 percent recycled paperboard. The window film is not recycled and is 4 percent of the pack by weight.

SF-3 Certification held: a fiber sourcing certificate covering the paperboard only. The certifier's scope does not cover the film, the ink, or the product inside.

SF-4 The client holds no testing on decomposition of the carton or the film.

SF-5 Largest type size on the back panel: 14 point. The current disclosure line is set in 5 point at the foot of the panel.

BACK PANEL

CARTON MADE FROM RECYCLED PAPERBOARD (14 pt) Carton: this carton may not be recyclable in your area. (7 pt or larger, directly beneath the claim) Carton made from 100 percent recycled paperboard. Window film is not recycled. [certification seal, captioned: certified fiber sourcing, paperboard only]

[Query to the client: SF-4 records no testing on decomposition, and 16 CFR 260.8(c) treats an unqualified degradable claim as deceptive for items entering the solid waste stream that do not completely decompose within one year. The word has been left off rather than qualified.]