

Customized Artwork and Printing of Condoms



Introduction

This guide is produced for clients utilizing UNFPA’s procurement services for orders projects that require customization of artwork and/or printing on product packaging. It outlines information that your organization will need in order to request these types of value-added services that UNFPA can provide with an order.

This guide is focused on male and female condoms, although UNFPA also provides other products for which customized artwork and printing can be requested. In the event you have queries not covered in this guide, please contact your UNFPA procurement focal point.

What is customized artwork and printing?

Customized artwork and printing includes specific text and/or images on packaging, and specific text and/or language translation on inserts. In some cases these services are also available on stickers, which can be fitted on the product packaging (not applicable to package inserts).

There are three main categories of packaging where customized artwork or printing can be displayed: these are the **OUTER** and **INNER PACKAGING** and **PACKAGE INSERTS**.





OUTER PACKAGING (Exterior shipping carton)

Generally, outer packaging is defined as the external export carton for the products ordered. Specific text and/or your organization’s logo can be printed on the external export carton. If no special requests are made with the order, UNFPA utilizes a standard text on the outer packaging that are shown in the external export carton.

Male Condoms

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|  <p>UNFPA Project No.: Contents: Country of destination: UNFPA Commodity PO:</p> <p>“Store in well ventilated, dry storage conditions away from direct sources of heat including sunlight”</p> | <ul style="list-style-type: none"> • Manufacturer name and physical site address • Batch/Lot ID number • Carton number of total carton number • Manufacturing date (year/month) • Expiry date (year/month) • Weight • Volume • Not to exceed average temperature of 28 °C • Specific instructions (if any) • Nominal width of condoms and shape, texture, colour (if applicable) • Number of pieces in each carton |
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Female Condoms

| | |
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|  <p><i>UNFPA/Project No.:</i> <i>Contents:</i> <i>Country of destination:</i> <i>UNFPA PO No.:</i></p> | <ul style="list-style-type: none"> • Description of the contents • Lot identification number • Month and year of manufacture (including the words Date of Manufacture, Month, Year) in language(s) to be specified by the purchaser • Month and year of expiry (including the words Expiry Date, Month, Year) in language(s) to be specified by the purchaser • Name and address of the manufacturer and/or supplier • Number of female condoms contained in the carton • Consignee details • Instructions for storage and handling |
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INNER PACKAGING

There are two types of inner packaging that can be offered with customized printing:

- **PRIMARY PACKAGING (also referred to as individual package)** is the packaging that contains and touches the product itself, the foil for male condoms and sachets for female condoms.
- **SECONDARY PACKAGING** is the box in which condoms are contained, that is any box containing products within the shipping carton (regularly a gross box in the case of male condoms). UNFPA can provide customized artwork or text printing for different types of secondary and primary packaging. These can be fitted with stickers, or designed to display unique artwork according to the clients' specific needs. Some female condoms are not packaged in inner boxes. This customized artwork will only apply to those that have inner packaging.

However, suppliers cannot accommodate small order quantities. It should also be noted that it is typically easier to produce printing for secondary packaging than for primary packaging.

For male condoms, suppliers can accommodate customized packaging, such as two or three condoms in a square box, or two condoms with one sachet of lubricant in a square box.

For female condoms, this may be a challenge for suppliers as the designs of the condoms vary from one manufacturer to another. Nevertheless, packaging can also be produced for female condoms. Customized packaging, as described above, is expensive, and will require longer lead time (see page 5). It should also be noted that UNFPA condom manufacturers



only produce certain standard sizes of condom foil (primary packaging), per the picture below.

PACKAGE INSERTS



HƯỚNG DẪN SỬ DỤNG

1. Đẩy bao về một phía và xé vỏ bao tại vết rãnh cửa để lấy ra nhẹ nhàng, tránh làm rách bao;
2. Bóp đầu bao cao su cho không khí ra ngoài. Chụp bao cao su vào dương vật đã cương cứng, lưu ý để vòng cuốn quay ra ngoài;
3. Vuốt vòng cuốn để bao cao su che toàn bộ dương vật đến tận gốc dương vật;
4. Sau khi xuất tinh, rút dương vật ra khi dương vật còn cương, dùng vật lót tay (giấy, khăn mỏng) giữ lấy bao ở phần gốc dương vật rồi tháo bao ra;
5. Bỏ bao và cả vật lót tay vào thùng rác, không vứt bừa bãi.

Package inserts, such as instructional leaflets, are included with the item in the packaging. As products are supplied to a wide range of countries, instructional leaflets can often be provided in a language of preference. The standard leaflet for male condoms is currently in English, French and Spanish. There is no standard leaflet for female condoms, but the translation of any of the models in these three languages can be requested.



How to order customized artwork and printing

Please follow the steps below when requesting special artwork and printing. Providing clear and specific instructions as early as possible in the process will speed up the handling of your request. UNFPA will work with you to establish the exact requirements for the order to ensure you receive the product you need.

*Please note that actual artwork and printing services are provided by product suppliers, not directly by UNFPA.

Each supplier has its own manufacturing equipment, which can accommodate certain requirements (e.g. centered logo), while some suppliers cannot accommodate all requests.

**In certain cases the supplier might be able to assist with the artwork/packaging design.

Most suppliers can work with graphic software such as I mark, Adobe, Illustrator, Intaglio, Corel Draw, etc.

1. When planning your order, please note that as the client, it is your responsibility to provide translations and to contract your own graphic designer for designing the artwork.**
2. Include all special artwork and printing requests with the Request for Pro forma Invoice form, found on the UNFPA Procurement Services website (www.UNFPAprocurement.org):
 - Provide clear instructions for the design of the artwork
 - Define intended use: one-time request or for continuous use
 - Define colours and prepare a colour coding scheme clearly indicating the requested colours (i.e. Pantone colours, see diagram at left)
 - Provide size and design specifications of artwork and printing
 - Define specific location of artwork: outer or inner packaging, primary and/or secondary packagingSend all required files to UNFPA including:
 - Text (including translations to the required language)
 - Final artwork (in format and resolution specified by UNFPA and/or supplier)
 - Images and logos (in format specified by UNFPA and/or supplier)
 - Colour scheme
3. UNFPA will send the requirements to the supplier for review, acceptance, and confirmation of production time.
4. UNFPA will place the order once the funds are available.
5. Samples using the artwork will be created and sent by UNFPA to the client for final approval, usually in Adobe Acrobat pdf format.
6. Client reverts with approval of artwork and supplier commences production.





Procurement Services

Customized artwork and printing increases lead time and costs

A higher level of product customization also means longer production time (adding to the total lead time) and higher costs.

Lead time is defined as the time between UNFPA's confirmation of the client's request and delivery of the goods, in accordance with the Incoterms utilized when handling the order.

Customized artwork and printing typically add between one and six weeks to regular production time from when the artwork sample is approved by the client. It also requires costs on top the product price. Please see customized artwork and printing costs in the product details on pages 6-8.

Exact lead time is difficult to estimate prior to knowing all exact specifications. The lead time will be confirmed by the supplier upon the client's final approval of the artwork. The impact on lead time and pricing will vary depending on the complexity of the request. The following features will result in increased lead time and costs:

- Number of colours used
- Quantity of texts to be printed
- Location of artwork
- Non-standard packaging

The simplest type of special printing is the provision of one-coloured text, e.g. "not for sale" or similar. When more colours are added to the request, this influences the price as well as the completion time. Similarly, non-standard packaging increases complexity, hence, the prices will be higher.



Requirements and costs for customized artwork, printing and packaging for condoms

MALE CONDOMS

What is required?

Condom procured from or by UNFPA must meet the general, performance, and design requirements of the most recent edition of the WHO/UNFPA MLC Specification.

What can be customized?

Design

- Shape (any shape consistent with normal commercial practice)
- Texture (non-textured, ribs, dots)
- Colour (translucent, coloured- provide Pantone® reference)
- Fragrance/Flavour
- Width (standard widths for public sector are 49mm and 53 mm +/- 2mm)
- Length (in accordance with specified width)

Primary Packaging

What is required?

Materials

Packages should be constructed of a laminate, which includes a layer of suitable impermeable flexible aluminium foil (recommended minimum thickness of micrometres) and layers of plastic materials suitable for the mechanical protection of the metal foil and for printing and sealing

Shape

Primary packaging must be square or circular only

Markings

- Manufacturer's name and address
- Lot number (printed at time of packaging)
- Manufacturing date: MM/YYYY
- Expiry date: MM/YYYY
- Shape, texture and colour if condom is NOT natural coloured, smoother, or parallel sided

What can be customized?

Design

- Colour of foil
- Print design
- Shape (square or circular)
- Other branding information

Artwork on primary packaging



| | |
|----------------------------|-------------------------|
| Additional cost | \$0.00~\$0.30 per gross |
| Minimum order quantity | 1,000-15,000 gross |
| Additional production time | 0 to 4 weeks |

The picture below shows three different condom foils with customized artwork and printing.

All prices are in US dollars

Actual prices may be higher, depending on complexity of request

Additional production time begins from when sample artwork is



Sticker on primary packaging

| | |
|----------------------------|-------------------------|
| Additional cost | \$0.00~\$3.00 per gross |
| Minimum order quantity | 200-6,000 gross |
| Additional production time | 2 to 20 weeks |

Consumer Package- if applicable

What is required?

- No consumer pack requirements are included in the WHO/UNFPA 2010 MLC Specification. If required, the full design of the consumer pack should be specified in accordance with the requirements of the programme.
- ISO 4074 indicates the consumer pack should indicated the following in at least one official local language or as agreed:
 - o Description of condom (shape, colour, texture, lubricated/dry, fragrance/flavour)
 - o Number of condoms contained
 - o Nominal width of the condom
 - o Name or trade and address of the manufacturer
 - o Expiry date(MM/YYYY).
 - o Statement on storage in a cool, dry place away from direct sunlight.
 - o Statement that individual container, if not opaque to light, should not be stored outside the opaque consumer package.
 - o Statement condom is made of natural rubber latex

What can be customized?



Design

All design and branding aspects of the consumer package can be modified provided they do not distort the shape of foiled condoms
Language

Secondary Packaging

What is required?

Material requirements

- The secondary packaging shall be constructed of cardboard and be of sufficient strength/rigidity to retain shape through distribution channel
- The gross box should only contain paper/cardboard

Required labelling markings to be legible

- Lot identification number(s)
- Month and year of manufacture (including the words Date of Manufacture, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and the month as a two-digit number
- Month and year of expiry (including the words Expiry Date, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and the month as a two-digit number
- Manufacturer's name and registered address
- Nominal width of the condom, expressed in millimetres
- Number of condoms in box
- Instructions for storage and handling
- **All other markings required by the programme and/or regulatory authority. These requirements should be confirmed prior to placement of a purchase order**

What can be customized?

Materials requirements

A suitable moisture resistant barrier on its inner or outer surface can be specified.

Labelling

- It is recommended the following statement be included: 'When used correctly every time you have sex, condoms greatly reduce the risk of unintended pregnancy, HIV/AIDS and some other sexually transmitted infections. Use a new condom every time you have sex and follow the instruction carefully.'
- Additional labelling suggestions are included on page 35 of the WHO/UNFPA Male Latex Condom Guideline. Additional inner box markings can be specified in accordance with programme requirements.

Artwork on Secondary Packaging

| | |
|----------------------------|-------------------------|
| Additional cost | \$0.00~\$0.04 per gross |
| Minimum order quantity | 1,000-15,000 gross |
| Additional production time | 0 to 4 weeks |



Below are two examples of secondary packaging that can hold three and twelve condoms respectively. Please note that in this case the design is exceptionally complex, which also means higher costs.



Sticker on Secondary Packaging

| | |
|----------------------------|-------------------------|
| Additional cost | \$0.03~\$0.45 per gross |
| Minimum order quantity | 200-6,000 gross |
| Additional production time | 1 to 12 weeks |

Outer Packaging

What is required?

Packaging material

- The carton flaps shall be secured with water-resistant adhesive applied to not less than 75% of the area of contact between the flaps, or with 75 mm wide water-resistant tape applied to the full length of the centre seams and extending over the ends by not less than 75 mm.
- The cartons may be secured by plastic strapping at not less than two positions. Alternatively, wire-bound, cleated plywood or nailed wood boxes are acceptable when lined with a waterproof barrier material.
- The barrier material must be sealed at the edges with waterproof tape or adhesive, and there must be no sharp protrusions inside the boxes.
- All cardboard and outer boxes must be FSC or equivalent marked/certified by 2014. In some countries the three-wall corrugated fibreboard available is not of sufficient strength and rigidity to meet stacking requirements or to resist being cut at the corners when the plastic strapping is applied. In such cases an inner carton of two-walled corrugated fibreboard shall be inserted into the shipping carton before packing the condoms.



- The outer box and shipping box must be made of minimum 20% recycled/post-consumer material by 2014, 30% by 2015, and 40% by 2016.
- The inner boxes shall be packed into plastic or other waterproof lining bags, which will be placed in three-wall cartons made from weather-resistant corrugated fibreboard with a bursting test strength of not less than 1900 kPa. The plastic carton liner should be made from recycled material/plastic by 2015 and biodegradable plastic by 2020.

Required labelling markings to be legible

- Lot identification number(s)
- Month and year of manufacture (including the words Date of Manufacture, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and The month as a two-digit number
- Month and year of expiry (including the words Expiry Date, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and the month as a two-digit number
- Manufacturer’s name and registered address
- Nominal width of the condom, expressed in millimetres
- Number of condoms in carton
- Instructions for storage and handling (Store condoms in a cool, dry place away from direct sunlight)
- Required markings must be visible when exterior shipping cartons are placed upon pallets.

What can be customized?

Additional labelling and design features in addition to those specified above.

Artwork on Outer Packaging

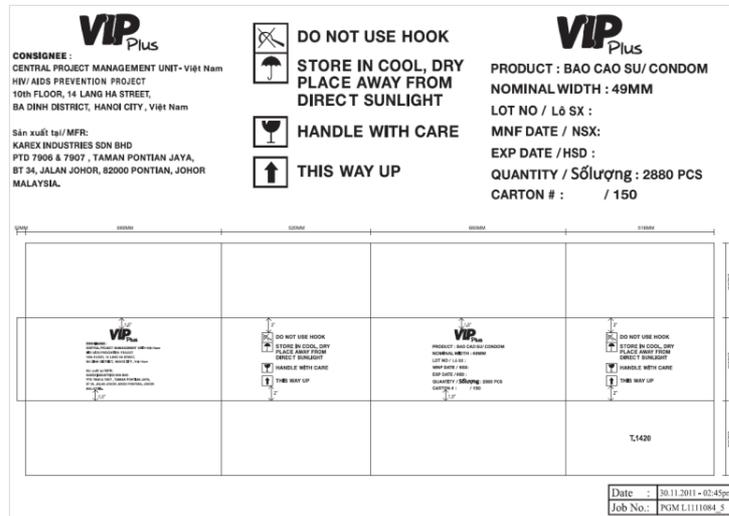
| | |
|----------------------------|--------------------------|
| Additional cost | \$0.00~ \$0.03 per gross |
| Minimum order quantity | 1,000-15,000 gross |
| Additional production time | 0 to 4 weeks |

Sticker on Outer Packaging

| | |
|----------------------------|-------------------------|
| Additional cost | \$0.00~\$0.15 per gross |
| Minimum order quantity | 200-6,000 gross |
| Additional production time | 0 to 4 weeks |

Below is an example of what a sticker with customized printing, fitted on the export carton can look like.





FEMALE CONDOMS

What is required?

- Female Condoms procured from UNFPA must meet the general, performance, and design requirements approved during prequalification as detailed in the most recent edition of the WHO/UNFPA Female Condom Generic Specification
- Designs currently prequalified are FC2, Cupid Version 1.0, Velvet and Olavie.
- Width, Length, Thickness, Quantity of lubricant cannot be outside the specified range approved during prequalification

What can be customized?

Design

- Colour
- Odour/Flavour

Primary Packaging

What is required?

Materials

- The package shall be sealed and shall provide adequate level of protection consistent with the materials used to manufacture.
- Material of the packaging cannot be customized

Markings

- Manufacturer's name



- Lot number (printed at time of packaging)
- Expiry date: MM/YYYY
- Clearly legible instructions for use in pictorial form and/or language(s) to be specified by purchase order (may be supplied separately)

What can be customized?

Design

- All design and branding aspects of the consumer package can be modified (colour, print, etc.)
- Language
- Additional inclusion of information is suggested on pg. 32 of WHO/UNFPA Female Condom Generic Specification which includes:
 - o How and when to insert the female condom
 - o If the female condom is made from natural rubber latex a statement instructing the user to avoid the use of oil based lubricants such as petroleum jelly, baby oil, body lotions, massage oils, etc.

Artwork/printing on primary packaging

| | |
|----------------------------|--------------------------------------------------------------|
| Additional cost | Limited additional printing possible on sachet and text only |
| Minimum order quantity | Negotiable |
| Additional production time | 0 weeks |

Consumer Package-if applicable

What is required?

No consumer pack requirements are included in the WHO/UNFPA 2012 Female Condom Specification. If required, the full design of the consumer pack should be specified in accordance with the requirements of the programme.

What can be customized?

Design

- All design and branding aspects of the consumer package can be modified provide they do not distort the shape of foiled condoms
- Language

Labelling

Additional labelling suggestions are included on page 33 of the WHO/UNFPA Female Condom Guideline.

Customized packaging on primary packaging



| | |
|----------------------------|----------------------------|
| Additional cost | Varies according to design |
| Minimum order quantity | 10,000 - 200,000 units |
| Additional production time | 4 to 8 weeks |





Secondary Packaging

What is required?

Required labelling markings to be legible

- Lot identification number(s)
- Month and year of manufacture (including the words Date of Manufacture, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and The month as a two-digit number
- Month and year of expiry (including the words Expiry Date, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and the month as a two-digit number
- Manufacturer's name and registered address
- Number of condoms in box
- Instructions for storage and handling
- All other markings required by the programme and/or regulatory authority. These requirements should be confirmed prior to placement of a purchase order.

What can be customized?

Labelling

Additional inner box markings can be specified in accordance with programme requirements.

Outer Packaging



What is required?

Packaging material

- The carton flaps shall be secured with water-resistant adhesive applied to not less than 75% of the area of contact between the flaps, or with 75 mm wide water-resistant tape applied to the full length of the centre seams and extending over the ends by not less than 75 mm.
- The cartons may be secured by plastic strapping at not less than two positions. Alternatively, wire-bound, cleated plywood or nailed wood boxes are acceptable when lined with a water proof barrier material.
- The barrier material must be sealed at the edges with waterproof tape or adhesive, and there must be no sharp protrusions inside the boxes.
- All cardboard and outer boxes must be FSC or equivalent marked/certified by 2014. In some countries the three-wall corrugated fibreboard available is not of sufficient strength and rigidity to meet stacking requirements or to resist being cut at the corners when the plastic strapping is applied. In such cases an inner carton of two-walled corrugated fibreboard shall be inserted into the shipping carton before packing the condoms.

The inner boxes shall be packed into plastic or other waterproof lining bags, which will be placed in three-wall cartons made from weather-resistant corrugated fibreboard with a bursting test strength of not less than 1900 kPa. The plastic carton liner should be made from biodegradable plastic by 2020

Required labelling markings to be legible

- Description of contents
- Lot identification number(s)
- Month and year of manufacture (including the words Date of Manufacture, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and The month as a two-digit number
- Month and year of expiry (including the words Expiry Date, Month, Year) in language(s) to be specified by the purchaser. The year will be written as a four-digit number and the month as a two-digit number
- Manufacturer's name and registered address
- Number of female condoms in carton
- Instructions for storage and handling (Store condoms in a cool, dry place away from direct sunlight)
- Consignee Details

Require markings must be visible when exterior shipping cartons are placed upon pallets.

To learn more visit www.UNFPAprocurement.org

