

# Getting ready for the tobacco display ban



Over the last few months JTI has worked with you to highlight the important changes to the display of tobacco products in the wholesale sector that will come into force in 2012. JTI is committed to helping you understand how these changes will impact your business and how to prepare for the changes in an effective and compliant way. This booklet is designed to help you understand the tobacco display restrictions and give you guidance as to how to implement changes in your depot.

Please remember that this does not constitute legal advice and if in doubt you should seek your own independent legal advice.

**Steve Dyas**  
Trading Director, Wholesale & Symbol

# The tobacco display restrictions and how they affect you...

## ▲ WHO is affected?

A business in the tobacco trade which displays tobacco products for sale, defined as a large shop/wholesaler with over 280 square metres (3000 square foot) of display/selling area.

## ▲ WHAT do I need to do?

You need to ensure that the display of tobacco products is accessible and/or visible only to people who are tobacco retailers or who are employed by tobacco retailers.

## ▲ WHEN do I need to do it?

|                  |              |
|------------------|--------------|
| England          | 6 April 2012 |
| Scotland         | unconfirmed* |
| Wales            | unconfirmed* |
| Northern Ireland | unconfirmed* |

\*At time of publication we are awaiting confirmation of the dates from the relevant authorities

## ▲ WHY must I do it?

The Health Act 2009 and The Tobacco and Primary Medical Services (Scotland) Act 2010 introduced restrictions to the display of tobacco products.

# Stock Movements...

(Subject to any changes set out in Government guidelines.)

## ▲ Stock In (Tobacco Products from storage to display)

Cover up tobacco products in transit as they could be visible to non-tobacco retailers.



- Use covers/boxes/bags/closed pallets when moving products from your storage and warehouse area to your tobacco room to conceal items from general view.

## ▲ Stock Out (Tobacco Products from display to checkout)

Cover up tobacco products that leave your tobacco room until products are purchased.



**Current practice: clear bags**



**New practice: black bags**



- Use covers/boxes/bags that can conceal tobacco products until the purchase of those products is complete. If product is displayed during the transaction at your till points then this is an incidental display and is permitted.
- Seal a bag when your customer leaves the tobacco room and open the bag to process the transaction at your till points.
- Maintain a dedicated till point inside your tobacco room or dedicated tobacco area.

# Visibility & Accessibility...

## How can I ensure that only tobacco retailers or their employees access my display of tobacco products?

- Restrict the **visibility** of your display so that tobacco products and their prices cannot be seen outside of your tobacco room or serving area.

For example:

Before

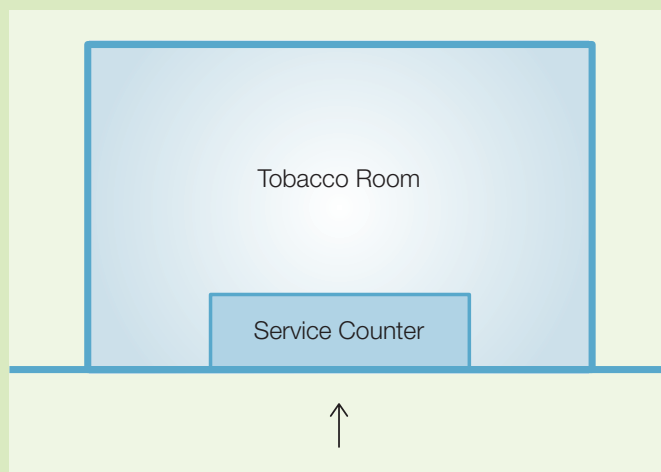


After

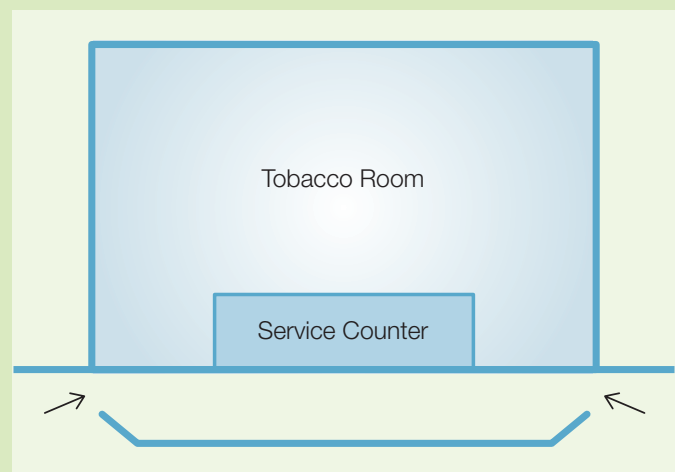


- Add doors to front entrance
- Cover windows into room

Before



After



- Tobacco room/counter plan

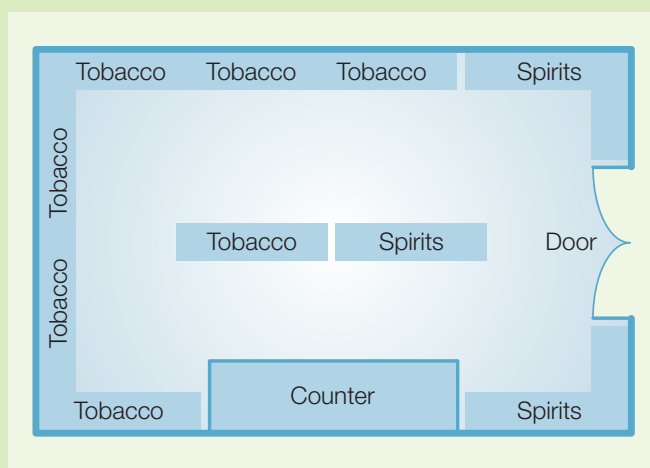
- Add stud partition in front of tobacco room to conceal access (Diagram for illustrative purposes only)

- **Relocate or dual site all non-tobacco products** in your tobacco room or dedicated tobacco area to another area in your store, so that those people who are not tobacco retailers and want to purchase those non-tobacco products do not have access to the display of tobacco products.

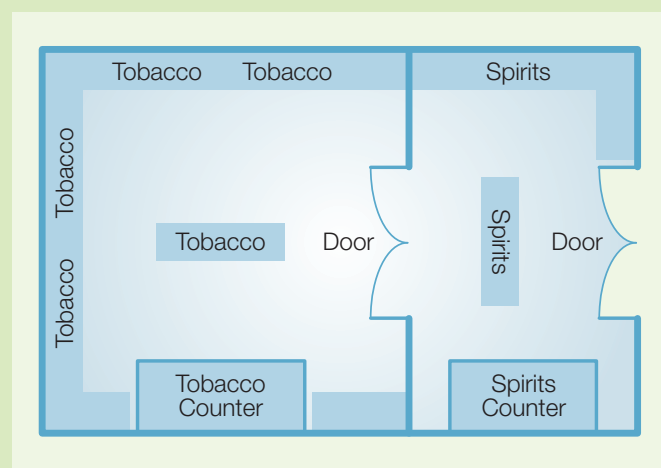
| Keep in tobacco room  | Dual site               | Relocate  |
|-----------------------|-------------------------|-----------|
| Cigarettes            | Lighters                | Batteries |
| Cigars                | Lighter fuel            | Medicines |
| Hand rolling tobacco  | Matches                 | Condoms   |
| Pipe tobacco          | Pipes                   | Wines     |
| Make-your-own tobacco | Rolling Papers          | Spirits   |
|                       | Cigarette tubes/filters |           |

(In Scotland smoking accessories are included in the display ban so papers, tubes, filters and apparatus for making cigarettes, holders and pipes must stay in your tobacco room)

### Before



### After



- Add another door to access alcohol and block off tobacco area

- **Other methods to restrict/monitor access:**

#### Staff/Security

Train staff to check that only tobacco retailers or their employees have access to the display.

#### Signage

Post signage outside your tobacco room notifying your customers who can/can't have access.

#### Register or Membership entry

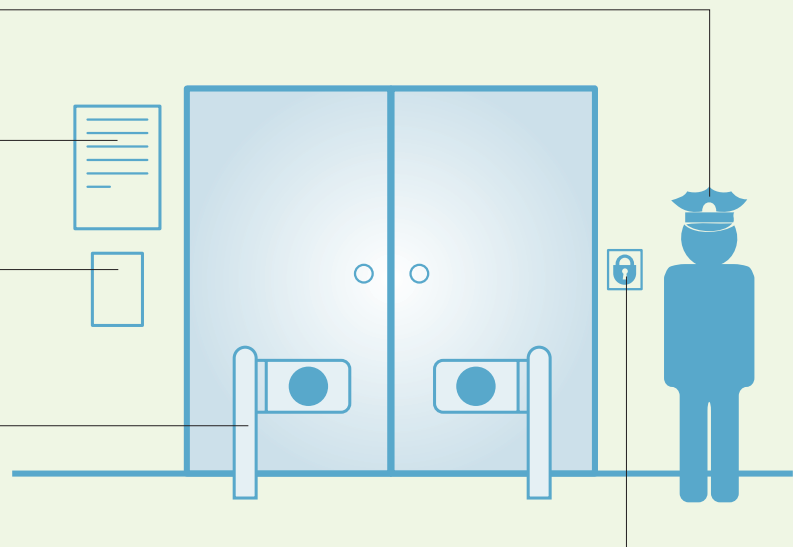
Create and maintain a register of tobacco retailers who enter the tobacco room or restrict access to those members who are tobacco retailers.

#### Turnstyles

Restrict access to those members who are tobacco retailers.

#### Card swipe

Restrict access to those members who are tobacco retailers.



# What can I continue to do?

- Once you've made any accessibility changes you can continue with the same layout and display of stock in the tobacco room or behind the counter.
- You can continue to advertise in your tobacco rooms when a tobacco advertisement is directed solely at tobacco buyers or those in positions of equivalent seniority.
- You can continue to promote products and talk to tobacco buyers or those in positions of equivalent seniority.
- You can continue to place POS in your tobacco rooms when the POS is directed solely at tobacco buyers or those in positions of equivalent seniority.



## IMPORTANT REMINDERS

- It is illegal to sell tobacco products to anyone under 18 years of age in the UK.
- For more information on Responsible Tobacco Retailing go to [www.tobaccoretailing.com](http://www.tobaccoretailing.com)
- Protect your business – report illegal sales of tobacco.
- If you have any questions please speak to your JTI account representative or Distributive Sales Developer.



**Customs Hotline**  
**0800 59 5000**  
[www.hmrc.gov.uk/customs-hotline](http://www.hmrc.gov.uk/customs-hotline)  
Report illegal cigarette sales and smuggling