

'Plain packaging', as it's known, involves the removal of all distinguishing design, fonts and colouring from the packs of any tobacco sold in shops. Instead, packets will all be the same colour and all the brand names on the packets will be in the same-sized font.

DEBBIE CORRIS
TRA SPOKESWOMAN
WHITSTABLE



"Plain packaging will see an increase in illegal sales at the expense of legitimate retailers like me who can't hope to compete with the half price deals that smugglers can offer. With the introduction of plain packaging, it would make it far simpler only to have to copy one design, so that will save smugglers money, making it all the more profitable for them to supply their illegal trade. This will not only affect our sales, but will bring more crime into our communities."

'Plain packaging' is a gift to criminal gangs making branded tobacco products far easier to copy. In a recent Populus poll, 82% of police officers said that plain packaging will boost smuggling.



GENUINE PACKET?

COUNTERFEIT PACKET?

DH example of plain packaging

WHAT WILL IT MEAN ON A DAILY BASIS?

- ➡ Legitimate sales from shops lost to illegal smugglers.
- ➡ Products will be harder to find.
- ➡ Longer transaction times will affect customer service.
- ➡ Stock-taking will become a much more difficult and time consuming activity.
- ➡ Smokers may look to purchase cheaper products and this will hit shop turnover and profits.



BETTER SOLUTIONS

Assess the impact of the tobacco display ban before looking to implement further tobacco control initiatives which impact disproportionately on small shops



Ask the Home Office to recognise 'PASS-hologrammed' proof-of-age cards (such as CitizenCard) as valid ID



The government should support local retailers in their role as 'gatekeepers' to age-restricted products



Clamp down on the sale of illicit tobacco in local communities which can often end up in the hands of children



WHAT CAN YOU DO?

Take a stand against poor regulation!

Like the display ban and new European legislation that will ban many popular types, sizes and packaging of tobacco products, plain packaging is another example of poor regulation. There is no credible evidence that any of these measures will deliver the intended health benefits. However there are concerns that they will deliver the unintended consequence of fuelling the illicit trade in counterfeit and smuggled tobacco.

This will increase the supply of cheap, illegal tobacco, which young people and adults will be able to buy on the streets with "no questions asked".

Write to your MP and attend their surgery meetings. As a constituent you are entitled to have your say and to explain your concerns about the damage that poor regulation inflicts on your business and your local community.

**TAKE A STAND AGAINST THE INCREASING REGULATORY BURDEN ON YOUR BUSINESS
TELL THE GOVERNMENT WHY YOU DON'T SUPPORT PLAIN PACKAGING**

TOBACCO RETAILERS' ALLIANCE

The TRA is funded by the Tobacco Manufacturers' Association, which enables it to offer free membership to responsible retailers who sell tobacco legally.

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