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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 31268-2024

Restricting excessive packaging for commodities - General rule

限制商品过度包装 通则

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Table of Contents

- 1 Scope
- 2 Normative references
- 3 Terms and definitions

Foreword

This document is in accordance with the provisions of GB/T 1:1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting: This document replaces GB/T 31268-2014 "General Rules for Restricting Excessive Packaging of Commodities": Compared with GB/T 31268-2014, except for the structure In addition to adjustments and editorial changes, the main technical changes are as follows:

- a) The scope of application has been changed (see Chapter 1, Chapter 1 of the:2014 edition);
- b) Added the terms and definitions of "sales packaging", "initial packaging" and "necessary space factor" (see 3:3, 3:6 and 3:7);
- c) Changed "General Principles" to "Basic Requirements" and changed the relevant requirements (see Chapter 4, Chapter 4 of the:2014 edition);
- d) "Packaging material" was changed to "Packaging materials", and the principles for selecting materials were added (see Chapter 5, Section 6 of the:2014 edition): chapter);
- e) Added a chapter on "Packaging Structure and Porosity" and incorporated the contents related to packaging structure in "Packaging Design" (see Chapter 6,:2014 Chapter 5 of the:2001 edition);
- f) Added the requirement of "packaging layers" (see Chapter 7);
- g) Changed the requirements for "packaging costs" (see Chapter 8, Chapter 7 of the:2014 edition);
- h) Added a chapter on "Enterprise Self-Declaration" (see Chapter 9): Please note that some of the contents of this document may involve patents: The issuing organization of this document does not assume the responsibility for identifying patents: This document is proposed and coordinated by the National Packaging Standardization Technical Committee (SAC/TC49): This document was drafted by: China Packaging Federation, China Packaging Research and Testing Center, China Export Commodity Packaging Research Institute, Zhongshan Tiantu Fine Chemicals Co., Ltd., Xiamen Changsu Industrial Co., Ltd., Jiangnan

University, Dongguan Mingfeng Packaging Co., Ltd., Henan Yinjinda New Materials Co., Ltd., Jinshi (Tianjin) Technology Development Co., Ltd., Anhui Antai New Packaging Materials Co., Ltd., Xiamen Aimeson New Materials Science and Technology Co., Ltd: Technology Co., Ltd., Shanghai Zidan Printing Co., Ltd., Xianle Health Technology Co., Ltd., Infinitus (China) Co., Ltd., Mentholatum Dun (China) Pharmaceutical Co., Ltd., Herbalife (Shanghai) Biotechnology Co., Ltd., Nordisk (Guangzhou) Biotechnology Co., Ltd., Shanghai Jia Chemical Union Co., Ltd., Chengdu Vinos Standardization Technology Consulting Co., Ltd., Zhongshan Torch Vocational and Technical College, HiPu Zhilian Technology Co., Ltd: Co., Ltd., Shenzhen Jinjia Group Co., Ltd., Beijing Xiaoguan Tea Co., Ltd., Zhuhai Hongta Yanheng Packaging Co., Ltd., Inner Mongolia Yili Industrial Group Co., Ltd., Zhanjiang Cigarette Packaging Materials Printing Co., Ltd., Sichuan Yibin Plus Packaging Materials Co., Ltd: Company, Dongguan Meixinlong Internet of Things Technology Co., Ltd., Shenzhen Polytechnic, Wuhan Hongzhicai Packaging and Printing Co., Ltd., Heshan Yatu Shi Printing Co., Ltd., Hebei Antai Plastic Packaging Products Co., Ltd., Foreign Trade Wuxi Printing Co., Ltd., Yunnan Qiaotong Packaging Printing Co., Ltd: Brush Co., Ltd., Zhongshan Zhongyan Cosmetics Co., Ltd., Shandong Zhongrui Industrial Development Co., Ltd., Donnelley (China) Investment Co., Ltd., Yunnan Huahong Technology Co., Ltd., Qingdao Inno Packaging Technology Co., Ltd., Zhengzhou Huaying Packaging Co., Ltd., Beijing Huiyuan Food Beverage Co., Ltd., Yuxi Global Color Printing Carton Co., Ltd., Haolai Chemical (Zhongshan) Co., Ltd., Guangzhou Hengyuan Color Printing Co., Ltd., Zhejiang Meinong Century Group Co., Ltd., Hubei Guangcai Printing Co., Ltd., Luzhou Laojiao Co., Ltd., SIG Combibloc (Suzhou) Co., Ltd., Suzhou Jiangtian Packaging Technology Co., Ltd., Zhongrong Printing Group Co., Ltd., Beijing Limaton Pacific Packaging Co., Ltd., Guangdong Wei Dun Color Printing Co., Ltd., Qujing Fupai Color Printing Co., Ltd., Shaanxi Beiren Printing Machinery Co., Ltd., Guizhou Renhuai Shenren Packaging Printing Co., Ltd: Service Co., Ltd., Guangdong Shiteng Wisdom Technology Co., Ltd., Wuhan Aite Paper and Plastic Packaging Co., Ltd., Hubei Guanghua Packaging Co., Ltd., Guangzhou Baoshen Technology Application Co., Ltd: and Luzhou Yihe Paper Packaging Co., Ltd: The main drafters of this document are: Wang Li, Fan Ziwei, Xu Weifeng, Liu Tianhang, Wang Jun, Shao Qinghui, Chen Xi, Chen Hua, Zhang Qigang, Xie Zhiping, Zhang Jinzi, Lai Shijun, Xu Tao, Ye Shunsheng, Cao Jigang, Lü Shengli, Fan Zuozhi, Jin Xueying, Cao Haiyan, Liu Shichao, Bi Weijia, Qiu Jun, Gao Zhiqiang, Sun Ruiyuan, Lv Wei, Zhou Siwei, Li Nannan, Deng Yuming, Wang Dongqi, Zhou Liquan, Li Lanhui, He Songhua, Yan Li, Guo Xinying, Wang Linhe, Zhou Mingxiang, Wen Jie, Liu Tongtong, Yuan Hongqiang, Shen Jie, Wang Hongwei, Sun Wei, Rao Fei, Liu Wenhui, Yang Renrui, Li Yuxian, Liao Wen, Wang Ke, Xing Haifeng, Gao Tianrong, Peng Xianyu, Zhu Wenbin, Li Fuyin, Wu Guanhua, Li Xiaoping, Wang Yaning, Sun Xiuping, Wang Yongsheng, Ge Man, He Qiufang, Chen Youhua, Chen Chengkai, Nie Chengyong: This document was first published in:2014 and this is the first revision: General Rules for Restricting Excessive Packaging of Goods

1 Scope

China's national general rule on restricting excessive commodity packaging, and the current edition of GB/T 31268, replacing the 2014 edition. It sets the basic requirements, the principles for selecting packaging materials, the requirements on packaging structure and void space, the limit on the number of packaging layers, the limit on packaging cost as a proportion of the value of the goods, and an enterprise self-declaration scheme. Excessive packaging is a specific and measurable problem rather than a matter of taste. A package can be made to look far more valuable than its contents by enclosing a small item in a large box, filling the difference with void space, and wrapping the result in several successive layers of material. The consequences are a consumer paying for packaging rather than product, a volume of waste out of all proportion to the goods, and freight and warehouse space consumed by air. The standard attacks it on three measurable fronts. Void space is limited, so a package must not be substantially larger than what it holds; the number of layers is limited, so a product cannot be boxed inside a box inside a sleeve; and packaging cost is limited as a proportion of the selling price, which is the constraint that bites hardest on premium gift packaging. The 2024 revision adds definitions of sales packaging, initial packaging and the necessary space factor, turns the general principles into basic requirements, adds material selection principles, creates a chapter on packaging structure and void space, adds the packaging layers requirement outright, revises the packaging cost requirements, and adds a chapter on enterprise self-declaration. Issued on 25 April 2024 and in force since 1 November 2024.

This document specifies the basic requirements for limiting excessive packaging of goods, packaging materials, packaging structure and void ratio, number of packaging layers, packaging costs and Corporate self-declaration: This document applies to the sales packaging of the goods:

2 Normative references

The contents of the following documents constitute the essential clauses of this document through normative references in this document: For referenced documents without a date, only the version corresponding to that date applies to this document; for referenced documents without a date, the latest version (including all amendments) applies to This document: GB/T 4122:

3 Terms and definitions

The terms and definitions defined in GB/T 4122:1 and the following apply to this document:
3:1