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

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Packaging - Accessible design - Information and marking

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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 of Standardization Documents"

Drafting.

The translation method used in this document is equivalent to ISO 19809.2017 "Packaging Accessible Design Information and Marking".

The Chinese documents that have consistent correspondence with the normatively cited international documents in this document are as follows.

---GB/T 25163-2010 The requirements and test methods for preventing children from opening the package and re-closing the package (ISO 8317.

2003, MOD);

---GB/T 37105-2018 Braille on the packaging of packaged medicines (ISO 17351.2013, MOD).

Introduction

In this aging and welfare-oriented society, people are increasingly aware that the elderly and the disabled need to be on the basis of equality.

Participate in social activities fully and effectively. The global packaging industry is facing a common challenge, that is, to develop

Clear, clear information and marked packaging products are prepared for widespread use by the general public, including the elderly and the disabled.

The information and markings on the packaging not only ensure the safe use of the product, but also enhance the value of the product, making it convenient for the elderly and the disabled to use it.

use. When designing packaging, it is necessary to ensure that the packaging information of the product is accurate and appropriate.

Accessible Design. Elderly people and people with disabilities sometimes have difficulty in obtaining or understanding packaging information, because today's packaging has many labels and

Other technical information, such as information obtained by reading barcodes on smartphones.

It should be noted that due to people's age and abilities, such as different perception and cognitive abilities, the information and labeling theory of packaging are different.

The degree of understanding is also different.

According to the concepts and objectives of ISO /IEC Guide 71 and ISO /T R22411, this document will focus on improving packaging information and packaging standards.

Remember the understanding and cognition.

Packaging barrier-free design information and logo

1 Scope

This document provides information and labeling requirements and recommendations related to the barrier-free design of packaging.

This document specifies the precautions and methods for designing and displaying information and signs to ensure that the widest

Knowledge and cognitive ability to use packaging.

This document applies to information and markings on consumer packaging. Information and labeling of medical products and medical devices are not applicable.

The design considerations and methods specified in this document are mainly used by packaging designers, developers and evaluators.

2 Normative references

The contents of the following documents constitute the indispensable clauses of this document through normative references in the text. Among them, dated quotations

Only the version corresponding to that date is applicable to this document; for undated reference documents, the latest version (including all amendments) is applicable to

This document.

ISO 3864-1 Graphical symbols, safety colors and safety signs. Part 1.Design principles of safety signs and safety signs

(Graphicsymbols-Safetycoloursandsafety signs-Part 1.Designprinciplesforsafety signsandsafety markings)

ISO 8317 Requirements and test methods for preventing children from opening the packaging and re-closing packaging (Child-resistant packaging-Requirementsandtestingproceduresforreclosablepackages)

ISO 17351 Packaging-Braileon packagingformedicinalproducts (Packaging-Braileon packagingformedicinalproducts)

ISO 21067-1 Packaging Vocabulary Part 1.General Terminology (Packaging-Vocabulary-Part 1.General terms)

ISO 24503 ergonomics barrier-free design of tactile sensory points and bars on sales products (Ergonomics-Accessibledesign-Tactiledotsandbarsonconsumerproducts)

3 Terms and definitions

The following terms and definitions defined in ISO 21067-1 apply to this document.

3.1

Cognition

The degree to which the user understands the accuracy of the target information.

[Source. ISO 17480.2015,3.5]

3.2

Consumer packaging

At the retail point of consumer goods, it is a sales unit composed of packaged contents for end users and consumers.

[Source. ISO 17480.2015, 3.1]

3.3

Contextofuse

Specify the general term for users, goals and tasks, resources and environment.

Note. It also includes technical, physical, social and organizational environments.