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To  
cc

23/05/2012 17:50

Subject: Retail Press - Latest on PoS impact & plain packs  
consultation

Fyi

Three ads in retail press this week urging retailers to respond to the consultation and contact their MP to lobby against plain packs – first one non-identified – [REDACTED] is going to check who's placed it. The other two are BAT and JTI.

Lastly an ad by JTI urging retailers to make the most of the opportunity to maximize sales now that supermarkets have put displays out of sight.

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**HELP MAKE CIGARETTE  
PACKAGING LESS NOTICEABLE.**

Click here to support plain packaging  
and help protect our children

**PLAIN  
PACKS  
PROTECT  
.CO.UK**

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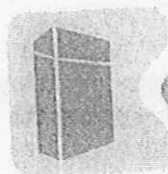
helpdesk.



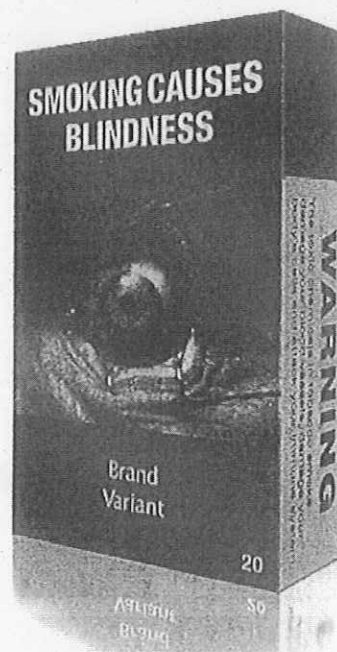
BAT plain pack Ad Retail Express.jpg

# Have your say...

## Your opinion counts...



**SAY "NO"**  
to plain packs



The plain packaging Consultation is open for responses until 10th July. You can respond in a number of ways:

-  By visiting: [www.consultations.dh.gov.uk](http://www.consultations.dh.gov.uk), or
-  By emailing: [tobacopacks@dh.gsi.gov.uk](mailto:tobacopacks@dh.gsi.gov.uk), or
-  By writing to: Tobacco Packs Consultation, Department of Health, 7th Floor, Wellington House, 133-155 Waterloo Road, London SE1 8UG

**PLEASE RESPOND IMMEDIATELY  
CONSULTATION  
ENDS 10TH JULY**

You can also contact your MP to express your opinions on plain packaging by logging on to [www.writetothem.com](http://www.writetothem.com)

This advertisement is for the information of tobacco traders only



growing *together* – 2012

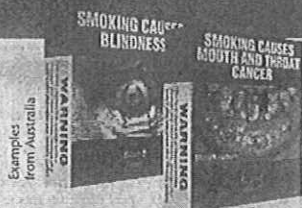


# Your voice matters!

– Taking action against plain packaging –

The Government has launched a public consultation on whether standardised (“plain”) packaging of tobacco products in the UK should be introduced. Their reason for considering this is to discourage youth smoking, and encourage existing adult smokers to stop. However, there is no credible evidence that the plain packaging of tobacco products would do either of these things. If standardised tobacco packaging happens, what’s next? Alcohol? Fast-food?

## Why plain packaging is plain wrong:



## Have your say today:

Contact your local MP today to make your views heard. To find out who your MP is visit [www.writetothem.com](http://www.writetothem.com) or phone 0207 219 3000.

We encourage you to respond directly to the Government’s consultation. To find out how to do so, speak to your BAT Trade Marketing Representative or email [regulation@bat.com](mailto:regulation@bat.com)

Retailers have an important role, making a valuable contribution to communities and the broader economy and together, you can make a difference.

1

Speculative and illogical legislation puts our country’s businesses under threat, causing unnecessary upheaval as well as going directly against the Government’s oft-stated commitment to reduce red tape and support business growth.

2

Plain packaging will undermine legitimate business by causing an increase in the illicit trade. Why would this increase? Firstly with only one design to copy, plain packaging is a gift to counterfeiters. Secondly this will create increased demand for smuggled branded product from abroad. We also know that children are twice as likely to buy from illicit sources and so a policy designed to reduce youth smoking could have the complete opposite effect.

3

Hot on the heels of the money you will have to spend re-fitting your shop for the display ban you would face increased transaction times, complex stock management and higher security risks.



BRITISH AMERICAN  
TOBACCO  
UNITED KINGDOM

# SAY NO TO PLAIN PACKS



The Government has launched its consultation on plain packaging, which is open until 10th July 2012.



UK  
Example of current Benson & Hedges Gold 20s pack



UK  
Example of what 'plain packaging' could look like if introduced in the UK



Australia  
Example of 'plain packaging' to be introduced from October 2012

## ISSUE ONE

### The impact on illicit trade

- Moves to take branding off of packs will make it easier to make fakes – price will become the main drive rather than quality
- Organised criminal gangs will profit by taking money out of retailers tills

**ILLICIT TRADE = LOST FOOTFALL = LOST PROFITS**

## ISSUE TWO

### The impact on legitimate retailers

- Increased business costs through longer transaction times, complex store management and higher security risks
- Damage competition in the market, by creating an increased focus on price
- Fewer legitimate sales as counterfeit and smuggling increase, reducing associated purchases such as confectionery and soft drinks

## ISSUE THREE

### Layering of legislation

And now talk of **REDUCING THE BRANDING ON CIGARETTES!**

Ban on display in small shops	2015
Ban on display in large shops	April 2012
Picture health warnings	2009
Public places smoking ban	2007
Increase age of sale	2007
Advertising ban	2003
Enlarged health warnings	2002
Taxation increases	ONGOING

## ISSUE FOUR

**WHAT NEXT?**  
ALCOHOL...  
CONFECTIONERY...  
FIZZY DRINKS...

"The tobacco industry is at the forefront of legislation at the moment but recent media coverage shows that other categories that convenience store retailers rely on to maintain a profitable business are under pressure. Retailers should engage in the debate to protect their legitimate business interests."

Jeremy Blackburn, JTI



**WHAT CAN YOU DO?**

Tell your MP – visit, call, email or write to your MP to tell them how this would impact your business

To find out who your MP is visit [www.writetothem.com](http://www.writetothem.com) or telephone 0207 219 3000

Respond to the Government's consultation [www.consultations.dh.gov.uk](http://www.consultations.dh.gov.uk)



# Maximise your tobacco sales

Now that displays of tobacco products are prohibited in supermarkets, it is vital that retailers in small shops make the most of the opportunity to maximise tobacco sales over the next three years. **Now is the time to get your range right:** follow the advice below to make the most of your tobacco category.



## Range

- Stick to your recommended planogram which has been developed according to the best-selling brands in your region
- Monitor sales and adjust your range to reflect the latest trends in the category

### Did you know?

Value cigarettes represent the fastest-growing tobacco sector in the UK, so stock up on brands such as Sterling – the UK's No.1 Value cigarette<sup>2</sup> and Berkeley




## Information

- Make time to speak to your local tobacco representative and follow their advice – they are experts in the category and in your local area
- To arrange a visit from your local JTI rep call the JTI Customer Care Line on 0800 163 503

### Did you know?

The latest support and guidance on tobacco retailing can be found at [www.tobaccoretailing.com](http://www.tobaccoretailing.com)




## Availability


- Full availability should be maintained at all times: a gap in the gantry could mean a lost sale



- Re-stock the gantry every morning and prior to peak traffic times, and rotate stock regularly so that older stock is sold through first

### Did you know?

31% of existing adult cigarette shoppers said that if their preferred brand is out of stock, they will only try "this" shop once or twice more before switching retailer<sup>1</sup>



## Legislation

- Train your staff on the law surrounding the sale of tobacco: you are only as strong as your weakest member of staff, or their weakest moment
- Ensure your No ID No Sale notices are displayed prominently and keep your refusals register up to date



### Did you know?

The Government is consulting on options to reduce the promotional impact of tobacco packaging, including plain packaging. If you are concerned about the impact this could have on your business, contact your MP and respond to the consultation.

To find out who your MP is, visit [www.writetothem.com](http://www.writetothem.com) or call 0207 219 3000

