

From: Andrew Layton  
Sent: 21 December 2010 14:11  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: FW: Plain packaging (of tobacco products) - implications  
Attachments: RE: Plain packaging (of tobacco products) - implications

Both

To see that John A wrote as directed, and that [REDACTED] responded above

Andy

-----Original Message-----

From: John Alty  
Sent: 20 December 2010 16:54  
To: [REDACTED]  
Cc: Andrew Layton  
Subject: RE: Plain packaging (of tobacco products) - implications

Dear [REDACTED]

Many thanks for forwarding the BBG's submission to the Commission. I read it with interest and hope that the Commission will take appropriate action on the issue of gathering evidence to inform this process.

As you know, this is also a topical issue for the Government here in the UK. This is of course a Department of Health lead, and our particular focus is on the impact with regard to intellectual property, but I recognize it's important to you and your members. We are due to meet on 18 January and I suggest we cover this then

Best wishes

John

-----Original Message-----

From: [REDACTED]@britishbrandsgroup.org.uk]  
Sent: 08 December 2010 14:21  
To: John Alty  
Cc: Andrew Layton  
Subject: Plain packaging (of tobacco products) - implications

Dear John

You will know of the suggestion in DG Sanco's consultation on the Possible revision of the Tobacco Products Directive that tobacco products be packaged in plain packaging, with branding removed. We also discussed the matter when we met earlier this year.

As the voice for brands in the UK, the British Brands Group wishes to ensure that the full role and benefits of branding are understood and taken into account when formulating policy, in whatever area.

Branding plays a crucial role in informing and reassuring consumers and contributes directly to effective markets (by providing the basis for competition, on quality as well as price, and stimulating investments in innovation and reputation). The value of brands to consumers, to the companies that own them and to economies (£33 billion is invested annually in the UK in brand-building) is testament to their influence.

We believe that removing brand imagery from tobacco packaging, without assessing the likely impact on the many areas touched by branding, may well have unforeseen, damaging consequences without necessarily achieving the policy goals being sought. It is also likely to increase the problem of illicit trade and have significant implications for IP rights, hence this email. This view is expressed further in our attached submission to DG Sanco.

We would be delighted to discuss this matter - and the wider implications of branding to competitiveness and innovation - in more detail, should this be helpful.

Best wishes

[REDACTED]

British Brands Group

100 Victoria Embankment, London EC4Y 0DH

[REDACTED]

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[REDACTED]

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**From:** [REDACTED]@britishbrandsgroup.org.uk]  
**Sent:** 10 November 2011 16:03  
**To:** Andrew Layton  
**Cc:** [REDACTED]  
**Subject:** Australia passes legislation to remove branding from tobacco products  
**Attachments:** ACG BBG Plain packaging 1111.doc

Dear Andy

Following the news today on Australia's move towards plain packaging of tobacco products, we have issued the attached press release.

I am just sending this to you for information.

Best wishes  
[REDACTED]

**British Brands Group**

100 Victoria Embankment, London EC4Y 0DH  
[REDACTED]

[www.britishbrandsgroup.org.uk](http://www.britishbrandsgroup.org.uk)

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