

[REDACTED]

From: Andrew Layton
Sent: 04 April 2013 14:03
To: [REDACTED]
Subject: FW: Packaging of tobacco products - draft Directive - Call for branding implications to be assessed
Attachments: Position Paper National Brands Associations 250313.pdf
Follow Up Flag: Follow up
Flag Status: Flagged

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

From: [REDACTED]@britishbrandsgroup.org.uk]
Sent: 04 April 2013 10:51
To: Andrew Layton
Cc: [REDACTED]
Subject: Packaging of tobacco products - draft Directive - Call for branding implications to be assessed

Dear Andy

Please find attached a position paper from European national brand associations, including the British Brands Group, on the draft Directive on the control of tobacco products. I send you this for information.

The paper assesses the impact on the market and consumer behaviour of a significant reduction in branding and differentiation. You know of our concern that there are effects that can be reasonably anticipated that are likely to be undesirable and, more to the point, work at odds with the desired policy goal.

You know how keen we are to ensure that any proposed policy that inhibits differentiation and branding in a market is fully assessed from both producers' and consumers' perspectives. Without such scrutiny, damaging unintended consequences are likely to result.

Please let me know if you wish to discuss any aspect of the attached paper in greater detail and I look forward to staying in touch on this subject.

Best wishes
[REDACTED]

British Brands Group

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www.britishbrandsgroup.org.uk <<http://www.britishbrandsgroup.org.uk/>>

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