



CEN-CENELEC GUIDE 11

**Product information relevant to
consumers — Guidelines for
standard developers**

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Foreword

CEN (the European Committee for Standardization) and CENELEC (the European Committee for Electrotechnical Standardization) form part of the specialised system for European standardization. National bodies that are members of CEN or CENELEC participate in the development of European Standards through technical committees established by the respective organisation to deal with particular fields of technical activity. Other European organisations, governmental and non-governmental, in liaison with CEN and/or CENELEC, also take part in the work.

European Standards are drafted in accordance with the rules given in the CEN-CENELEC Internal Regulations, Parts 2 and 3.

Draft Guides adopted by the responsible Committee or Group are circulated to national bodies for voting. Publication as a Guide requires approval by simple majority of the national bodies casting a vote.

Edition 1 of this guide was prepared by CEN/BT WG 124 '*Safety of consumers and children — Product information*', the secretariat of which is held by NEN. Subsequently, the Guide was adopted by the CENELEC Technical Board in Decisions D125/C013 and D125/C014.

The present Edition 2 of CEN-CENELEC Guide 11 results from an editorial exercise, where dated references have been updated or replaced by undated ones whenever possible. It has been adopted by the CEN Technical Board in Decision 22/2012, and by the CENELEC Technical Board in Decision D142/016.

This document has been prepared under Mandate M/292 given to CEN, CENELEC and ETSI by the European Commission and the European Free Trade Association.

Introduction

The primary purpose of this Guide is to assist Technical Committees, or Working Groups, responsible for drafting standards to identify the essential characteristics of information of significance to the consumers of products. The Guide may also assist those responsible for providing product information. This Guide will be of value to those seeking to meet their obligations to provide consumers with adequate information to ensure them to use a product safely. This Guide could also be used by standard writers for services.

Technical Committees have the best competence to decide if and how to address aspects regarding product information in their standards. Not every standard is affected (e.g. test method standards).

This Guide is one of several on aspects of consumer information. The CEN Working Group responsible for its creation has identified, in the References, those documents, which it believes contain material of fundamental importance to the production of effective product information.

Guidance on the general informational needs of people with disabilities and older people can be found in CEN-CENELEC Guide 6. Specific guidance for standards writers to address the issues of child safety in standards can be found in CEN-CENELEC Guide 14.

It is important to emphasise that this Guide does not contain original material. Its purpose is to draw selectively from key documents and to present essential material in a concise and easily accessible form. Interested parties may find specific guidance on a number of related themes in the documents listed in the references. Cross-references have only been included when the quoted list is not complete.

This Guide is relevant to all methods by which products are offered to consumers, including distance selling and sales by electronic mail. While this Guide is aimed at products used by consumers, standard writers for products aimed at the professional user should consider this Guide in case of possible use by consumers, such as migration products, e.g. in the do-it-yourself market.

Information for consumers is a vital part of any product. Improving the quality of information increases consumers' ability to make a reasoned choice at the point of purchase. It helps to minimise risk of incorrect or inappropriate purchases or contracts. Consumer uncertainties are reduced and consumer satisfaction is increased. Those who supply a high standard of consumer information enhance their commercial reputation, and save time and money by reducing enquiries and complaints.

There is considerable scope for further standardization in the field of consumer information in terms of individual products, and even more so for groups of products.

1 Scope

This Guide provides standardization committees with the information necessary to develop product information requirements in as uniform and complete manner as possible. It concentrates on safety information, but also contains other kinds of information.

Some European Directives have specific requirements for product information relating to consumer safety or the safety of employees. Compliance with this Guide may not meet these requirements.

This Guide can be consulted where:

- products are not (yet) covered by standards and/or codes of good practice;
- products are covered by standards without product information requirements;
- more in-depth guidance on product information is sought.

2 References and bibliography

EN-ISO 12100, *Safety of machinery — General principles for design – Risk assessment and risk reduction* (ISO 12100)

EN 82079-1:2012, *Preparation of instructions for use — Structuring, content and presentation — Part 1: General principles and detailed requirements* (IEC 82079-1:2012)

CEN/TR 13387:2004, *Child use and care articles — Safety guidelines*

ISO 3864-1, *Graphical symbols — Safety colours and safety signs — Part 1: Design principles for safety signs and safety markings*

ISO 3864-2, *Graphical symbols — Safety colours and safety signs — Part 2: Design principles for product safety labels*

ISO 7000, *Graphical symbols for use on equipment — Registered symbols*

CEN-CENELEC Guide 6:2002, *Guidelines for standards developers to address the needs of older persons and persons with disabilities*

CEN-CENELEC Guide 14, *Child safety — Guidance for its inclusion in Standards*

ISO/IEC Guide 14:2003, *Purchase information on goods and services intended for consumers*

ISO/IEC Guide 37, *Instructions for use of products of consumer interest*

ISO/IEC Guide 41, *Packaging — Recommendations for addressing consumer needs*

ISO/IEC Guide 50, *Safety aspects — Guidelines for child safety*

ISO/IEC Guide 71, *Guidelines for standards developers to address the needs of older persons and persons with disabilities*

ISO/IEC Guide 51:1999, *Safety aspects — Guidelines for their inclusion in standards*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

Table 3.1 — Alphabetical list of terms and definitions

Term or definition	Subclause
After sales information	3.5
Harm	3.10
Hazard	3.9
Instruction for use	3.4
Marking	3.2
Producer	3.11
Product information	3.1
Purchase information	3.3
Residual risk	3.8
Risk	3.6
Risk assessment	3.7

3.1 Product information

Texts and images may accompany or be associated with a specific product. This includes labels, certification marks, markings, leaflets, manuals and brochures. Product information consists of three different categories, see Figure 3.1.

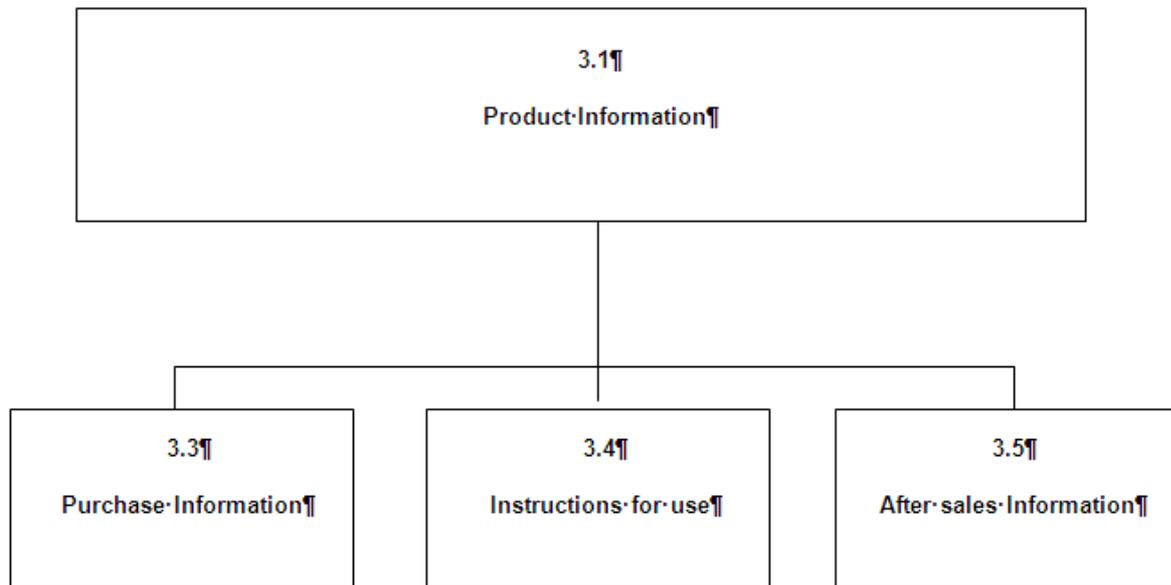


Figure 3.1 — Categories of product information

3.2 Marking

Marking is a kind of product information permanently attached to the product or, if the packaging creates the risk, to its packaging; all markings belong to one of the categories ‘purchase information’ and ‘instructions for use’, or both.

3.3 Purchase information

Information that will allow an informed choice before the purchase of a product (including mail order catalogues, telesales and e-business).

3.4 Instructions for use

Information supplied to enable the consumer to assemble, install, operate, store, maintain, repair, and dispose of the product.

3.5 After sales information

Any information that is not accompanying the product such as information on updates, recalls, and maintenance.

3.6 Risk

Combination of the probability of occurrence of harm and the severity of that harm.

3.7 Risk assessment

Overall process comprising a risk analysis and risk evaluation.

3.8 Residual risk

Risk remaining after protective measures have been taken.

3.9 Hazard

A potential source of harm.

NOTE The term hazard can be qualified in order to define its origin (e.g. mechanical hazard, electrical hazard) or the nature of the potential harm (e.g. electric shock hazard, cutting hazard, toxic hazard, fire hazard).

3.10 Harm

Physical injury or damage to the health of people.

3.11 Producer

The definition of producer depends on whether the manufacturer is established in the community and whether other professionals in the supply chain affect the safety properties of a product. Therefore, the following definitions for producer are used (GPSD):

- the manufacturer of the product, when he is established in the community and any other person presenting himself as the manufacturer by affixing to the product his name, trade mark or other distinctive mark, or the person who reconditions the product;
- the manufacturer's representative, when the manufacturer is not established in the community or, if there is no representative established in the community, the importer of the product;
- other professionals in the supply chain, in so far as their activities may affect the safety properties of a product placed on the market.

4 Principles of development of product information

Product information is an integral part of the delivery of the product.

4.1 Principles of safety

Product information requirements in standards have a direct impact on safety. Product information should contribute to avoiding risks to the person, or damage to the product. However, product information is not intended to compensate for design deficiencies. It does not in itself make a product safer, but it is a means for the producer to communicate with the buyer and/or consumer. It can contribute to avoid unsafe interactions of

people with the product. Therefore, reasonable foreseeable misuse and risks of the product should be made explicit and adequate warnings be given.

4.2 Risk assessment

Risk assessment should be carried out to determine the risks of a product (procedure described in ISO/IEC Guide 51 and in Annex C). The product should be designed in such a way that as many hazards as possible are eliminated. The residual risk should be described in the product information including all necessary references to personal protective equipment.

NOTE In some cases specific sector guides to determine risk assessment are available, e.g. CEN/TR 13387:2004.

All products posing a potential residual risk to the consumer shall be accompanied by appropriate, clear, and legible warnings of such risks. Where specific skills, experience, knowledge, or additional equipment or clothing is required for safe use, warnings should be given at the point of sale, on retail packaging, and on the product.

However, risks associated in the use of products that are obvious for the consumer, just because they are part of their functions, should not be mentioned (is it useful to warn people that they can cut themselves with a knife?). This could result in such a multiplication of useless warnings that the consumer would not even pay attention to the necessary ones. Over-marking with consumer information should be avoided, as this would detract from safety warnings. The difficult part is defining what is obvious. For instance, every consumer knows that an oven will become hot, but most consumers expect that the outside of the oven is just a little bit warm and not so hot that you can get burned. However, most ovens get so hot that you can get burned. Do you need a warning or not? Furthermore, everyone knows that you need special skills to ride a bicycle otherwise you can fall and get hurt. Do bicycles need a warning? 'Warning: Wear a helmet when riding your bike, you could fall and hurt yourself'.

Warnings, which relate to the skills, experience or age of the consumer, should appear on the product, on its retail packaging and be clearly legible at the point of sale.

4.3 Authorship of the product information

The preparation of instructions should be an integral part of the product development process, rather than an exercise carried out when everything else has been done. According to the guidelines on product information, it is preferable not to use people who are too close to the product to see it from the consumers point of view to write instructions. Producers are responsible for adequate quality of the product information and ensure that qualified persons will write the information.

4.4 Principles for communicating information

- the product information shall be expressed concisely and precisely and aim at a given target group;
- the product information shall be imparted to the target group in an understandable and useful way;
- recognised methods and means like typography, layout and printing procedures shall be used to enhance the readability;
- relevant laws, regulations and standards concerning product liability, copyright, etc. shall be given prominence.

Consumer information should be clearly distinguishable from that intended to promote the product (EN 82079-1:2012).

4.4.1 General aspects

Effective communication of information is most likely when authors apply the principle of 'First Read Then Act'. Instructions for use should follow the likely sequence of actions to be taken by the consumer.

4.4.2 Communicating the consumer's questions

The instructions for use of a product should anticipate the consumer's questions 'Where? Who? What? When? How? Why?' and provide answers to them.

4.4.3 Communicating several functions

Instructions for use of a product intended to perform several different and independent functions should start with a basic or normal function and deal later with other functions.

4.4.4 Communicating complex information

Where complex-operating procedures shall be followed for safe and correct use of the product, the instructions should enable and encourage the consumer to follow a continuous learning and understanding process. Particularly useful means of promoting this process include illustrations, tables and flow-charts.

4.4.5 Communicating to specific groups

Parts of the information that are directed only to a specific group of persons (e.g. for installation, repair) should be given separately and in the format selected to be the most appropriate for the specific group. This information should be marked.

5 Content of product information

A useful distinction between information necessary for all products, product specific information, and information for specific tasks (e.g. maintenance for unskilled persons, maintenance for skilled persons) should be made.

5.1 Purchase information

The principle should be that a consumer can get all essential information concerning a pre-packaged product without opening a package. That information will allow an informed choice before the purchase of a product.

5.1.1 General

Normally, the minimum contents of purchase information should characterise the essential features of the product. The purchase information should include items of the following list, where relevant (ISO/IEC Guide 14:2003):

- a) conditions and any limitations for use;
 - 1) description of the type of consumer or non-consumer;
 - 2) for example if usage is restricted to skilled persons only, and typical staffing requirements for normal operation;
 - 3) for example a pregnant woman is not allowed in a rollercoaster;

-
- 4) additional parts that are available for certain environments (e.g. guard devices, accessories);
 - 5) intended use of the product, the main function and the range of applications including compatibility with devices designed specifically for persons with disabilities;
 - 6) limitations of use under climatic conditions of operation and storage (for example temperature limits, restriction of usage in explosive atmospheres, humidity, outdoor operation);
 - 7) type of personal protective equipment.
- b) identification of the product;
 - c) product characteristics such as contents or size;
 - d) need for special (professional) installation
 - e) type of resource needed;
 - f) additional parts that are available for certain environments (e.g. guard devices, accessories);
 - g) indication of what is included with the product (e.g. personal protective equipment);
 - h) residual risk;
 - i) environmental issues (e.g. water, waste, noise);
 - j) warranties and guarantees.

5.1.2 Handling

Instructions on handling and transportation where relevant should include:

- dimensions, mass value(s), position of the centre(s) of gravity;
- indications for transport handling (e.g. drawings indicating gripping points for lifting the product);
- details of the measures to be taken to protect and preserve the product during transit.

5.1.3 Storage and unpacking

Instructions on storage and unpacking where relevant should include:

- packaging or inventory checklist;
- packaging, repackaging and unpacking instructions, including details of the measures to be taken to protect and preserve the product during storage;
- storage conditions of the product;
- disposal of packaging.

5.1.4 Product traceability

General principle: The product shall be traceable. The information on the product (if the product is too small, on the packaging) could include:

- name and address or trademark of producer of the product (including country code);
- product identification by reference designation, serial number, batch number (if applicable), name model and/or type.

5.2 Instructions for use

Information for safe operations /intended use of the product should be in accordance with the results of the risk assessment. Where applicable, special protective measures should be given (e.g. adult supervision, wearing special clothing).

NOTE Warnings directed to children should be avoided.

More information about warning sentences and symbols are mentioned in Clause 7.

5.2.1 Assembly and / or installation

Instructions for assembly and / or installation of the product should include, where relevant (EN 82079-1:2012):

- inventory of parts;
- special skills or tools required.

5.2.2 Operation

Instructions on operation should include information for (EN 82079-1:2012):

- restrictions on use (e.g. not in wet areas);
- need for personal protective equipment;
- warning about hazards;
- operation / operational life;
- maintenance / cleaning;
- repair;
- disposal.

5.2.3 Other information

Other information covers the following subjects:

- environment (e.g. disposal of waste material, recycling);
- service maintenance;
- training material.

5.3 After sales information

This information is given for recall and removal from the market, replacement, need for check or repair, update etc. After sales information should include:

- local sale area;
- replacement parts (EN 82079-1:2012);
- warranty.

For recalls, the information should include:

- failure and risk;
- product serial number;
- details on how to return the products;
- telephone number for information;
- details on warranty.

6 Presentation of product information

Requirements for the presentation of the product information should be in each product standard.

In order to achieve the best results, the presentation of the product information is very important. There has to be a decision on which media (see 6.2) will be chosen and what location (see 6.3). Furthermore, the presentation of the product information should be understandable (see 6.4), legible (see 6.4.3), in the correct language (see 6.4.4) and consistent. For example, advertising information should show the product being used in accordance with the producer's instructions, in line with all safety precautions. The durability of the product information should also be taken in account (see 6.5).

CEN-CENELEC Guide 6:2002 provides information on the provision of information in alternative formats to increase accessibility of those who have physical, sensory or cognitive impairments.

6.1 General

The instructions should apply the communication principles 'First read, than act' to the likely sequence of events when using the product. The basic functions should be dealt with first. One sentence should not refer to more than one command.

Product information should:

- be consistent with other information (advertising, packaging);
- clearly distinguish between different product variants both on the product and in the product information (if the same information is provided with all variants);
- clearly relate to the product supplied;
- distinguish between general instructions and optional modules or extras;
- utilise consistent units (SI units).

6.2 Media

Different formats and media can be used to present product information (EN 82079-1:2012), this depends on communicating to specific groups (see 4.4.5 and CEN-CENELEC Guide 6:2002).

- written and printed information;
- electronic information;
- audio information;
- verbal information;
- visual information.

It seems most likely that basic product information should be in written form. Other information can be supplied in a suitable form/media.

6.3 Location

It should be decided whether the instructions for use – or parts of them, and if so which parts, are to be given in one or more of the following ways (EN 82079-1:2012):

- on the product;
- on the packaging;
- in accompanying material.

Marking of product information has clear advantages in convenience for the consumer. However, for some products, because of their small size or their shape, or the fact that they are partially obscured from view during use, placing some or all of the instructions on packaging or in accompanying materials may be the best or only solution.

Different locations may require different layout and presentation.

6.4 Understandability

It is preferable, whenever practicable, to test the product information on a group of prospective consumers to assess the appropriateness of the information. Understandability consists of comprehensibility, readability and legibility.

6.4.1 Comprehensibility

General requirements for comprehensibility of information (ISO/IEC Guide 14:2003):

- information should be presented in a simple and understandable way;
- product-specific terminology should be explained;
- the purchaser should, at all times, be given information in a language (s) that is/are official language(s) in his/her country;
- use of terminology and language should be unambiguous.

Therefore, one should use:

- clear illustrations, diagrams;
- only positively tested pictograms;

— symbols, text or both (see also 7.2 and Clause 8).

6.4.2 Readability

Instructions for use should be as simple and brief as possible, and readily understandable by a consumer with no previous experience of the product. Unavoidable technical terms should have their meaning explained. Information should be expressed in consistent terms and units. Short and meaningful headings and/or marginal notes may help the consumer to locate the information required.

One sentence should normally contain only one command, or at most a small number of loosely related commands. For clarity (EN 82079-1:2012):

- identify the target group and knowledge;
- use standard phrases;
- use short and simple sentences;
- be assertive in using commands rather than weaker forms, e.g. do not remove tabs rather than you should not remove tabs;
- use action verbs rather than abstract nouns, e.g. use, keep, avoid, rather than utilisation, maintenance, avoidance;
- use the active voice of verbs rather than the passive, e.g. turn power off rather than be sure that the power has been disconnected;
- speak directly to consumers rather than saying what they might do, e.g. pull black lever towards you rather than consumers will pull the black lever away from the machine;
- use symbols that have been shown to be understandable during formal trials/tests (ISO 3864-1; ISO 3864-2).

6.4.3 Legibility

For instruction on legibility of information see ISO/IEC Guide 14:2003, EN 82079-1:2012, CEN/TR 13387:2004 and Annex B. The following aspects are relevant for legibility:

- layout;
- letter size, type and font;
- colours and contrast;
- illustrations;
- physical elements.

6.4.4 Language

The following aspects are relevant:

- expected audience should be kept in mind;
- use the official language(s) of the country of sale;
- different languages, if more than one is used, should be readily distinguished by flag and country abbreviation;
- it is preferable to provide separate instructions for different languages;

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- quality of any translations should be such that the text retains all the characteristics that are identified as significant;
 - use explanatory symbols to avoid text in many languages (see Clause 7);
 - keep text adjacent to illustrations.

6.5 Durability of the instruction for use

The following aspects are relevant regarding warnings and on-product information concerning the safe use of the product:

- the degree of risk and the likely use of the product should determine where the warnings and the respective product information are placed on the product;
- they should be provided in a permanent/legible format which the consumer would have to take decisive action to remove or obliterate;
- they should remain legible in the operational environment of the product.

The following aspects are relevant for product information that come with the product (e.g. instructions that are enclosed in the packaging):

- instructions, except those needed only for initial assembly or installation should be marked with 'KEEP FOR FUTURE REFERENCE';
- when supplied to the first domestic purchaser the respective instructions and warnings should be presented in a durable medium taking into consideration the expected use of the information in the environment where the product is intended to be used.

7 Guidelines for the development of safety sentences and symbols

Even if the guidelines 7.1 and 7.2 are taken into account, the understanding of the safety-related information should be checked in realistic purchase and use conditions and within the target population (see Clause 8).

It is recommended to inform ISO/TC145 'Graphical symbols' and CEN/CENELEC/ETSI about any new sentence or symbol introduced with a product or a standard (see ISO 3864).

7.1 Warnings

Warning sentences should describe the nature and the consequences of the hazard(s), give guidance on what to do and what to avoid. Warnings should not be directed at children, because they will just go and try what they are warned against. Warnings related to employees should not be based on this Guide. Safety sentences should comply with the following warning grammar (see Annex A for examples):

Instruction part/Hazard part/Consequence part (CEN/TR 13387:2004).

In the case of severe hazards, a signal word, preferably **WARNING**, should be added at the beginning of a warning sentence or at the top of a list of warnings. Hazards and consequences should be specified if not obvious.

SIGNAL WORD: / Instruction part / Hazard part / Consequence part.

Safety sentences should be understandable. The following guidelines, established from scientific monitoring of human eye movements, should be observed (ISO/IEC Guide 51:1999 and EN 82079-1:2012):

- ambiguous words, double negatives, abbreviations, acronyms, technical terms and jargon are avoided;
- average number of words per sentence varies between 15 and 25, with a maximum of 30 words; the average number of syllables per word is less than 1.5 (for some European languages this criterion might be too strict);
- each sentence contains only one command, main idea or new piece of information;
- if pieces of safety related information are included in a larger text, e.g. a manual, this text begins with a conspicuous summary of all essential safety-related information;
- illustrations, tables and symbols are placed below or next to the text which refers to them;
- operating procedures are explained by illustrations and diagrams;
- sentences are affirmative rather than negative; negative sentences can be used to prevent undesirable actions (e.g. never leave your child unattended);
- style makes use of action verbs (e.g. 'operate' instead of 'operation'), personal and possessive pronouns (e.g. 'your child' instead of 'the child'), and the imperative mood (e.g. 'avoid' instead of 'you should avoid');
- words used are simple, frequent and familiar, concrete rather than abstract, specific rather than general, and they are used consistently throughout the text.

7.2 Safety signs

- before creating a new symbol every effort should be made to ensure that a symbol does not already exist for the message;
- it is recommended to restrict the use of safety-related symbols to a concise set of symbols concerning main hazards that apply to a lot of products of the same family;
- newly developed symbols should be adopted in a recognised catalogue of symbols and consumer education should be considered;
- symbols should be developed according to recognised standards (ISO 3864-1; ISO 3864-2), they should be fully developed and tested across consumers from all social, economic and cultural groups throughout Europe.

8 Testing and evaluation

Product information should be verified both in text and in presentation. For testing and evaluation, the checklist from ISO/IEC Guide 14:2003 can be used.

Depending upon the complexity of the product and the importance of conveying relevant information to the consumer to ensure safe and correct use, assessment may take the form of a desk research and/or interactive panel testing (EN 82079-1:2012) of the product by consumer.

In particular, symbols that are new should be carefully tested where possible in the geographical area for which the product will be marketed.

If product information is previously tested and documented it can be used. New presentation has to be verified.

Annex A

Examples of warning sentences

The sentences in this annex come from standards in the field of child care products and personal protective equipment. The warning sentences in this paragraph are examples. Not all examples are in completely in line with the requirements of 7.1.

WARNING! Keep plastic covering away from children to avoid suffocation.

WARNING! Do not use this (...) once your child can sit unaided, the (...) may collapse/fall over. Your child may be hurt.

WARNING! Never leave your child unattended. Your child may be hurt.

WARNING! Do not use this (...) if any part is broken, torn or missing. Your child may be hurt. (specify hazards and consequences if possible).

WARNING! Read these instructions carefully before use and keep them for future reference. Your child may be hurt if you do not follow the instructions. (specify hazards and consequences if possible).

WARNING! Before each use check the fittings and tighten if necessary. Your child may be hurt. (specify hazards and consequences if possible).

WARNING! Keep this (...) away from children under 3 years old. Your child may choke on small parts.

WARNING! Do not touch, high temperature, you can get burned.

WARNING! Guard all dangers (like stairs, fire places, hot surfaces, etc.). Your child can move fast in this baby walking frame and may be hurt.

WARNING! Do not wear loose clothes, jewellery, or long hair, this can be caught in moving parts.

WARNING! Dangerous noise, use hearing protection.

Annex B

Overview of criteria and guidelines for a legible presentation of safety sentences and symbols

This annex gives an overview of criteria and guidelines for a legible presentation of safety sentences and symbols. Even if these guidelines are taken into account, the legibility of the resulting product information should be checked in realistic purchase and use conditions and within the target population.

Criteria and guidelines for safety sentences:

- the x-height of letters in continuous text in manuals etc. is at least 1.5 mm (between 9 and 12 points letter size);
- the x-height of letters in on-product text is at least 3 mm when anticipating optimum reading conditions, e.g. viewing distance 0.5 m and good lighting, or 8 mm when anticipating difficult reading conditions, e.g. viewing distance 2 m and poor lighting;
- upper case, italics and bold print or underlining are avoided for long strings (more than one line);
- the typeface is sans-serif; it has clear, open faces; it is solid rather than delicate looking; it has an x-height that is large in proportion to the whole character; it does not have any idiosyncratic features (examples of good typefaces are Gill Sans, Univers and Helvetica);
- the variety of typefaces and sizes is kept limited;
- the space between lines equals the space between words, and it does not exceed 25 % of the letter size;
- the lay-out is consistent throughout the text, the text is left justified, and the paragraphs are separated by white lines.

Criteria and guidelines for safety symbols:

- the size of significant details in symbols is at least 1 mm (or more when viewing distances of more than 1 m are expected);
- safety symbols have a height of at least 20 mm (or more when viewing distances of more than 1 m are expected and when the symbol is placed on large surfaces);
- safety symbols are presented in such a way that the proportion of elements and the colours are such as prescribed.

General criteria and guidelines:

- text and illustrations are in dark ink on light paper without underlying patterns; the colour combinations red-green and blue-yellow are not applied;
- the opacity of paper is 2.0 or above; the use of paper with a glossy finish is avoided.

Annex D

Contents for standards

D.1 General

The following product information should be in the standard.

The text shall be printed in the official language or at least one of the official languages of the country of sale. If other languages are included, they shall be easy to distinguish, e.g. by separate presentation.

The text shall be clearly legible. Sentences shall be short and of simple construction. The words used shall be uncomplicated and in everyday use.

D.2 Markings

Each product shall be permanently marked with the name or trademark or other means of identification of the producer and the model reference.

D.3 Purchase information

The following information shall be visible at the point of sale on the outside of the packaging:

- the name and full address of the producer;
- the instructions for use given in D.4, or if these are included in a leaflet within the packaging, a note indicating that this is the case;
- all the other appropriate points under 5.1.

D.4 Instructions for use

An instruction to keep the printed instructions for further reference and to be read carefully before use. The following information shall be provided:

- information on the safe use of the product;
- the number and year of this standard.

The following warnings shall be provided in the form given:

WARNING Keep plastic covering away from children to avoid suffocation.

- all the other appropriate points under 5.2.

Annex E

Checklist

The following checklist provides standardization committees who develop product information requirements with a means to check and document whether the different clauses of this guide:

are considered/covered (+)
are not considered/covered (-)
are not applicable to the product information requirement (0)

If any clause is not considered/covered or not applicable, the rationale should be noted in the last column.

Items of the Guide to be considered and checked	Relevant Clause of the guide	Check-result (+/-/0)	Rationale/Comments
Principles of development of product information	4		
Principles of safety	4.1		
Risk assessment	4.2		
Authorship of the product information	4.3		
Principles for communicating information	4.4		
General aspects	4.4.1		
Communicating of the consumer's questions	4.4.2		
Communicating of several functions	4.4.3		
Communicating of complex information	4.4.4		
Communicating to specific groups	4.4.5		
Content of product information	5		
Purchase information	5.1		
General	5.1.1		
Handling	5.1.2		
Storage and unpacking	5.1.3		
Traceability	5.1.4		
Instructions for use	5.2		
Assembly and / or installation	5.2.1		

Items of the Guide to be considered and checked	Relevant Clause of the guide	Check-result (+/-/0)	Rationale/Comments
Operation	5.2.2		
Other information	5.2.3		
After sales information	5.3		
Presentation of product information	6		
General	6.1		
Media	6.2		
Location	6.3		
Understandability	6.4		
Comprehensibility	6.4.1		
Readability	6.4.2		
Legibility	6.4.3		
Language	6.4.4		
Durability of the instruction for use	6.5		
Guidelines for the development of safety sentences and symbols	7		
Warnings	7.1		
Safety signs	7.2		
Testing and evaluation	8		
Examples of warning sentences	Annex A		
Stages of risk assessment	Annex C		
Contents for standards	Annex D		