USER'S HANDBOOK

TRIMAN

UNIFIED RECYCLING SIGNAGE AND MARKING SYSTEM

V1/December 2014

Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE
Ministère de l'Écologie, du Développement durable et de l'Énergie

ADEME
Agence de l'Environnement et de la Maîtrise de l'Énergie

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1. Introduction

This handbook is not a list of prescribed rules and regulations that must be followed; rather it is a set of recommendations intended to help users apply the regulatory decree that establishes a unified signage system for recyclable products that are separately collected, with a view to creating a harmonised system that will be more readily understandable for citizens and consumers in France.

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1.1 THE PURPOSE OF THE SIGNAGE SYSTEM

History of the implementation of a unified signage system for end-of-life products

Many types of products, both household and professional-use items, are covered by separate waste collection systems in France. These collection systems are organised by product chain, and involve all the entities that bring products to market – manufacturers, importers and distributors of the products that generate waste. The first regulated national Extended Producer Responsibility (EPR) chain was set up in 1992 to collect household packaging waste. Similar collection systems were later instituted for batteries and accumulators (B&A), electrical and electronic equipment (EEE), paper and paper products, tyres, unused pharmaceuticals sold for personal human consumption, and textiles, household linens and shoes. Other EPR chains have been put into place more recently, to handle: infectious healthcare waste (medical waste sharps used in self-treatment); furniture and furnishings; and specific non-point waste.

As treatment chains for end-of-life products have progressively developed, more than 15 certified Producer Compliance Schemes (PCSs) and collective organisations have been created in France. These PCSs act on behalf of and under the responsibility of the entities that bring products to market, and work with companies, businesses and local authorities to collect and treat different types of waste.

Each organisation has developed its own communication methods. Numerous product and packaging marking systems have been devised by these different actors to inform consumers and guide waste sorting.

Separate waste collection for recycling has been hindered by the diversity of product and packaging markings. Furthermore, many products and packages have no sorting or recycling markings at all. In this context emerged the idea of a unified signage and marking system that would more systematically indicate separate collection options to consumers, and at the same time highlight product marketers' recycling efforts.

France's commitments and reference legislation

Pledge 255 of the Grenelle environmental conference is a commitment to ***"harmoniser au niveau national la signalétique et les consignes de tri par exemple au moment du renouvellement de chaque marché, afin de permettre des campagnes d'information nationales et promouvoir une information lisible sur les étiquetages"*** *[to harmonise sorting signage and instructions at the national level, for example when contractual agreements are renewed, to foster national information campaigns and to promote legible information on packaging].*

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1.1 THE PURPOSE OF THE SIGNAGE SYSTEM

The pledge adopted at the Grenelle conference is transposed in article 46 of the **Grenelle 1 environmental legislation, stipulating that waste sorting signage and instructions will be progressively harmonised.**

The practical aspects of this harmonisation are stipulated in the French Environment Code (article L.541-10-5) and amended by the Law of 2 January 2014 authorising the government to simplify corporate activity (article 19). The latter states that, excepting glass packaging of household items, as of 1 January 2015 all recyclable products covered by an Extended Producer Responsibility chain must display unified signage and markings to inform consumers that the product is recyclable.

The ways in which the unified Triman signage system is to be implemented are specified in the application decree pertaining to unified signage for recyclable products that are separately collected.

Triman unified recycling signage

Triman is a signage system for consumer information that has been elaborated to meet regulatory requirements.
The application decree pertaining to unified signage for designated recyclable products that are separately collected requires all marketers of recyclable products covered by an Extended Producer Responsibility chain **to display the unified signage markings on such products to inform consumers that the product is separately collected for recycling. If not placed on the product itself, the markings must be displayed on the packaging, use instructions or any other medium (including electronic) that accompanies the product**

Consult the text of the regulatory decree

The signage is to be **displayed on all recyclable products that are separately collected and that are covered by Extended Producer Responsibility (EPR) chains,** with the exception of electrical and electronic equipment, batteries and accumulators, and specific non-point waste. These categories are subject to specific signage rules under European regulations.

See Part 4 of the handbook. Specific features by product chain

The term “product” refers to all consumer goods and packaging as defined in the French Environment Code, articles R543-43 and R543-54.

See article R543-43.
See article R543-54.

The signage system presented here aims to identify clearly and without ambiguity the recyclable products that are separately collected at the end of their useful life.

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1.2 TARGETED USERS

This handbook is intended primarily for product marketers and their partners and service providers.

Consult the text of the regulatory decree

Targeted industrial manufacturers

Marketers (manufacturers, importers, and distributors of products under their own brand) of recyclable products that are separately collected and covered by an EPR chain:

- **Furniture and furnishings**
- **Graphic papers**
- **Tyres**
- **Textiles, household linens, shoes**
- **Household packaging**
- **Electrical and electronic equipment**
- **Batteries and accumulators**
- **Products that generate specific non-point waste**

Manufacturers' partners and service providers

Most marketers will rely on partners or service providers for implementation of the Triman signage. This handbook is a tool that can be used by design agencies, packaging designers, style studios, engravers, printers, developers, researchers.

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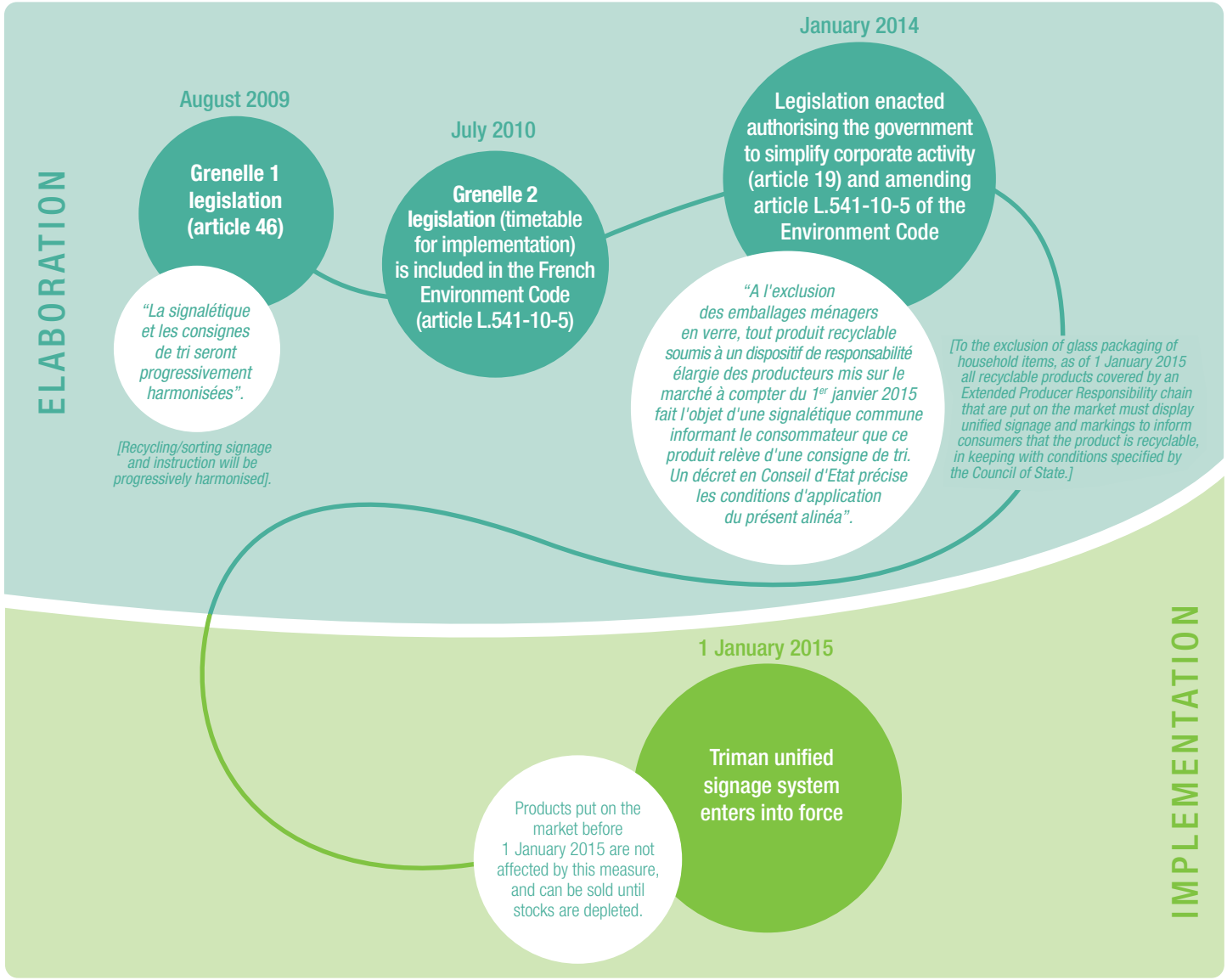
1.3 TIMETABLE FOR DEPLOYMENT

Key dates in the deployment of Triman signage up to 1 January 2015.



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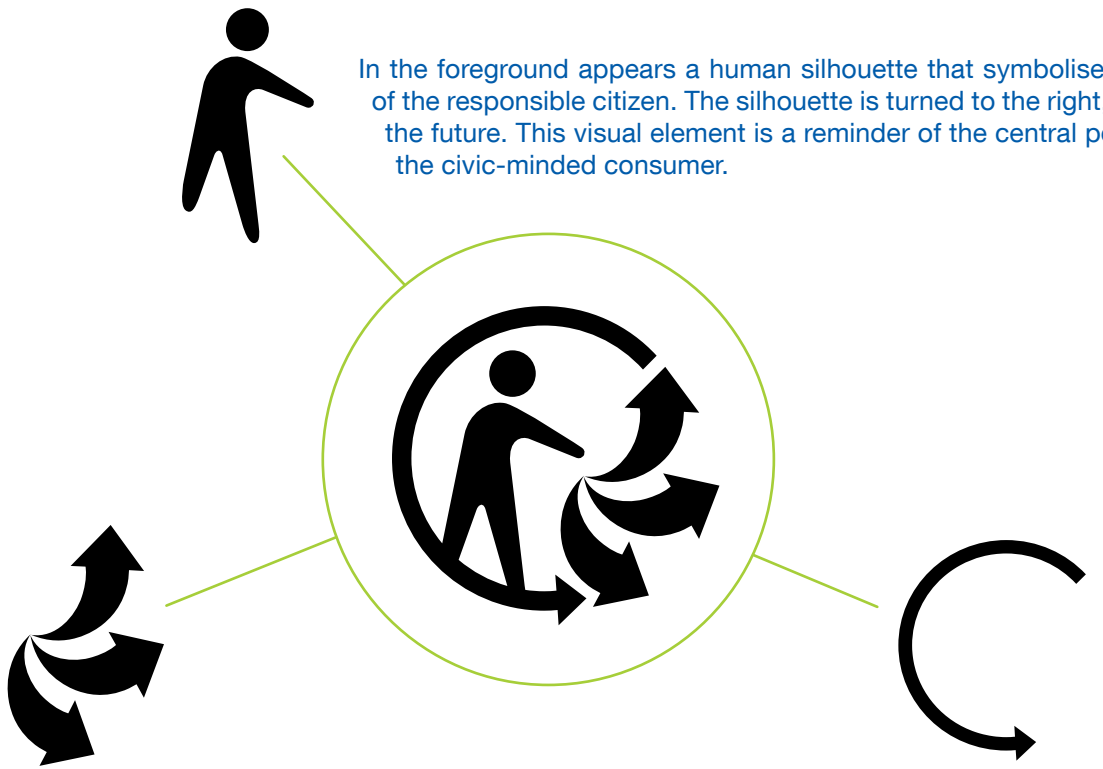
2.1 PRESENTATION OF THE SIGNAGE SYSTEM

The Triman signage system always includes three graphic elements that cannot be dissociated.



In the foreground appears a human silhouette that symbolises the act of the responsible citizen. The silhouette is turned to the right, towards the future. This visual element is a reminder of the central position of the civic-minded consumer.

Three arrows in the middle ground symbolise sorting and separate collection for better waste treatment.

An arrow in the background encircling the silhouette symbolises recycling.

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2.2 MEANING

The unified Triman signage is a visual signal that tells consumers that the product (and its packaging) are separately collected in order to be recycled.

The Triman markings alone do not specify how the product is collected (door-to-door pick-up, drop-off containers on public streets, at civic amenity sites, on distributors' premises, etc.)

Manufacturers, importers, or own-brand distributors can, if they wish, specify how the product is collected by displaying a message in addition to the Triman pictogram.

See section 2.3 on Messages

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2.3 MESSAGES

Message on waste sorting

A message may be displayed, in addition to the mandatory Triman symbol.

Marketers are free to supplement the symbol by additional textual or visual elements, to aid consumers' understanding. Additional messages are optional; they can be used to:

1. **Provide consumers with instructions for sorting**
2. **Inform consumers of product collection points**

Recommended messages for multi-packaging items
In the case of items with multiple packaging materials, marketers may display the Triman signage on the product packaging. The signage can be displayed on the most visible packaging, along with sorting instructions for packaging materials that are not marked with the Triman pictograph.

See section 3.2.4 on Messages **for more detailed information on displaying messages to supplement the pictograph, and examples.**

The message can be integrated in a box to make it more legible.

***include your own recycling instructions.**

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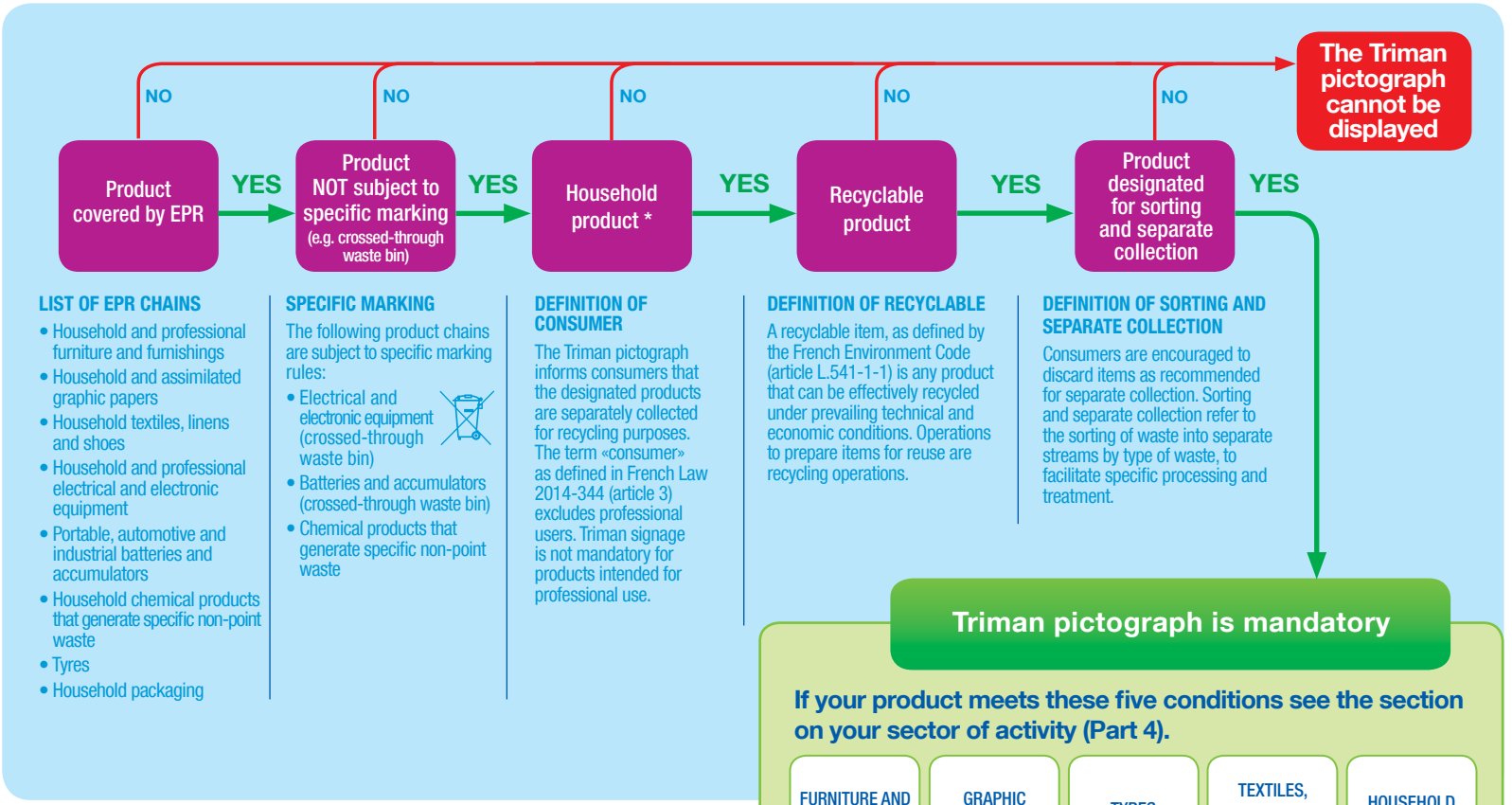
3.1 HOW THE PICTOGRAPH SHOULD BE DISPLAYED

The decision tree below makes it easy to determine how the pictograph should be displayed on products and packaging. This decision-making tool will help you find the case that applies to you.
Your product and/or packaging is subject to the unified signage system if it meets the following five conditions:

Consult the text of the regulatory decree



**At the design stage it may be difficult to distinguish household products from those intended for professional use. If your product is recyclable and is covered by sorting and separate collection, you can display the Triman pictograph regardless of the nature of the future user.*

If in doubt contact your professional or trade organisation, and/or the Producer Compliance Scheme for your activity.

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3.1 HOW THE PICTOGRAPH SHOULD BE DISPLAYED

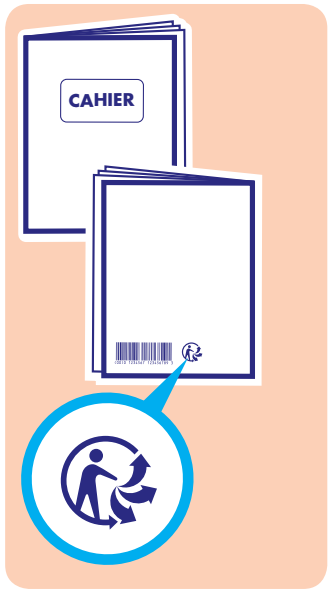
Triman pictograph is mandatory

Pictograph displayed directly on the product

It is recommended that the pictograph be displayed directly on the product, to ensure that the information is available to the consumer at all times, and especially when the item is discarded.

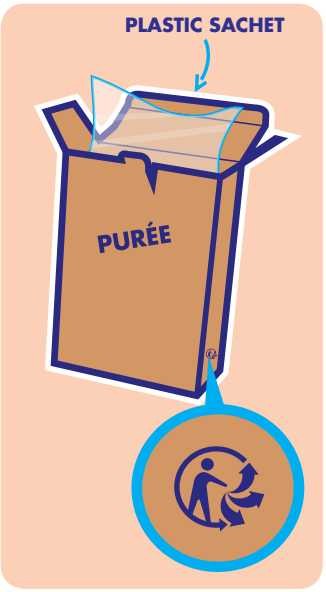
See some examples of markings in the section devoted to your sector of activity (Part 4).

Example 1



Example 2

Example 3



Nb: Product packaging may also be subject to mandatory Triman marking.
See section 4.5 on Household packaging.

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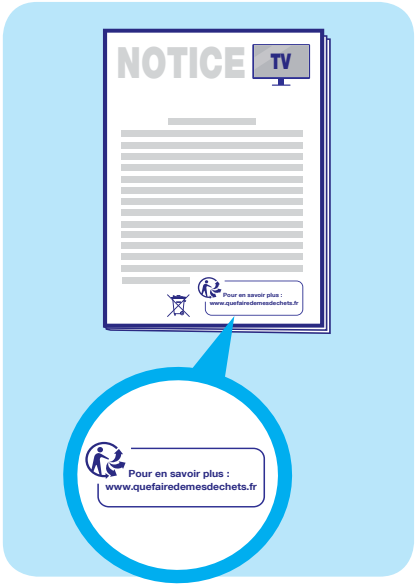
3.1 HOW THE PICTOGRAPH SHOULD BE DISPLAYED

Example of default display

If the Triman pictograph is not marked directly on the product, it can be displayed on the product packaging, use instructions or via an electronic medium.

Display on product packaging OR **Display on product use instructions** OR **Display via electronic medium**

(In this case no additional display is required on the product.)



Example of marking: product description card / page.

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3.2.1 BASIC RULES

The following rules apply to the Triman unified signage defined in this handbook.

1. **The pictograph must be displayed in a single colour on a contrasting background, so that it is visible, legible, clearly comprehensible, and indelible.**
It should not be placed in a way or position that would make it poorly visible at the time the consumer discards the item.

2. **It must not be hidden in any way, masked or segmented by other markings or images.**

3. **It cannot be modified: the original proportions must be conserved in all instances.**

4. **It cannot be barred or crossed through.**

5. **It cannot be affected by other contradictory messages, indications or signage that might conflict with the Triman pictograph or undermine the consumer's understanding of the Triman message at the time an item is discarded.**

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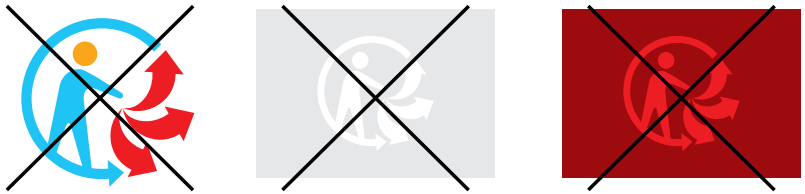
3.2.2 COLOURS

The unified signage defined in this handbook must be displayed in a single colour on a contrasting background.

No restrictions are placed on the choice of colour.



Multiple colours **Non-contrasting background**

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3.2.3 DIMENSIONS AND PROTECTION

Dimensions

The size of the Triman pictograph can vary.
It is recommended that the pictograph be:

- At least as large as the markings placed on products to inform consumers of marketers' effective contribution to Extended Producer Responsibility chains.

- In the absence of such markings, the pictograph should measure at least 1 cm x 1 cm.
- In the event of technical constraints, in particular packaging of small size, the pictograph should be no smaller than 0.6 cm x 0.6 cm.

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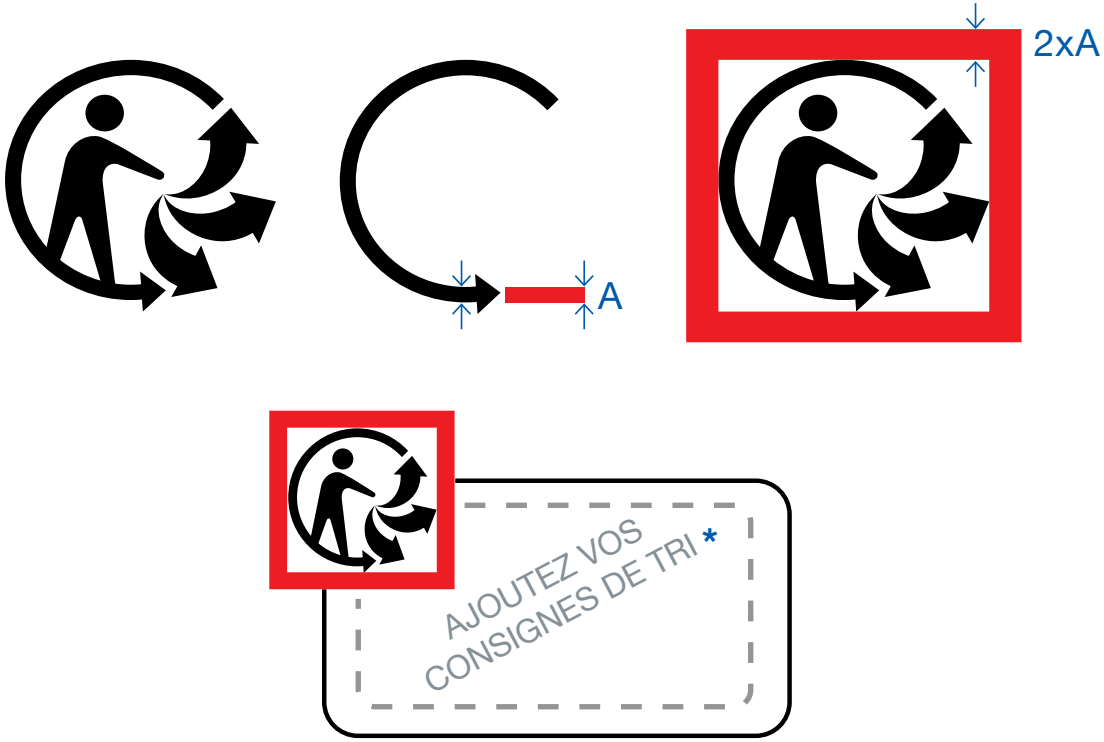
3.2.3 DIMENSIONS AND PROTECTION

Protection

It is recommended that a protective margin be maintained around the Triman pictograph.
To keep the area covered to a minimum, the width of the protective margin is equal to twice the width of the arrow encircling the pictograph.

No other element can be placed within this margin. The background of the margin area must be identical to that of the pictograph.



*include your own recycling instructions.

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3.2.4 MESSAGES

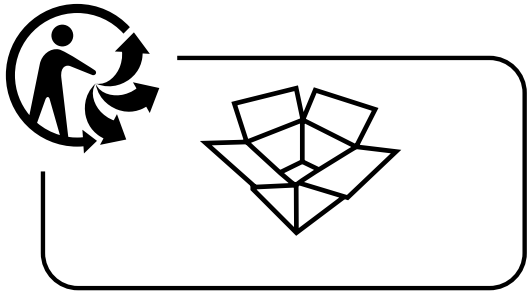
Content of the message

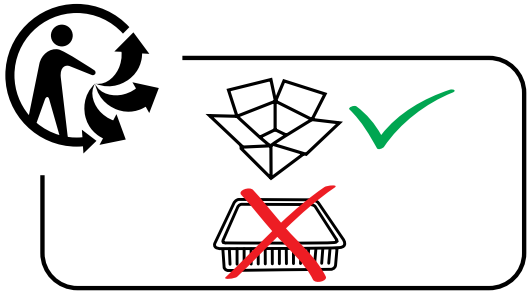
You are free to choose your own message. The message used, however, must not include erroneous content, signage, or indications that might contradict the Triman signage or interfere with consumers' understanding.
Messages placed on packaging may pertain either to the product or to its packaging.

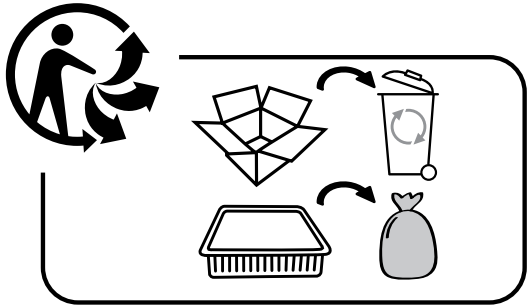
The message may be presented as text in French language.

Nb: The colour of the signage and the typography of text are not subject to restrictions.

The message may also be in the form of illustrations.







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3.2.4 MESSAGES

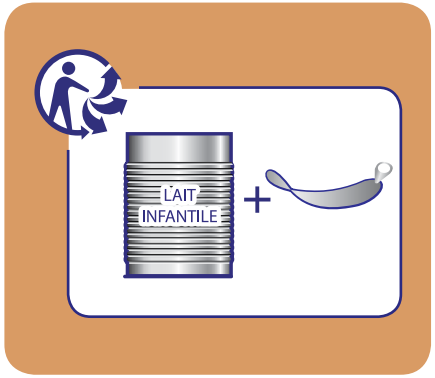
Recommended messages for packaging

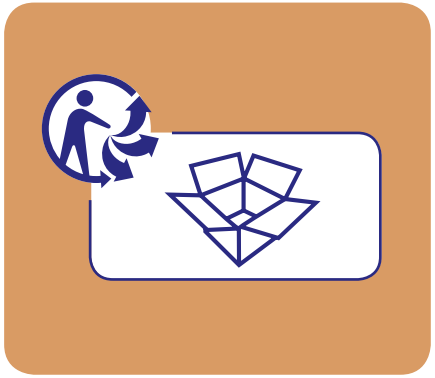
In the specific case of a product packaged with several recyclable and separately collected materials, it is recommended that the marketer inform consumers by placing the Triman signage on each recyclable packaging material. If the pictograph is not placed on each material it should be placed on the material with which the consumer is most in contact, or on the use instructions, or any other medium, including electronic media. If the Triman pictograph is not placed directly on each recyclable packaging material, it is recommended that the marketer inform consumers which materials are recyclable and separately collected.

Some examples of recommended messages for packaging made up of multiple components

On packaging to be separated from other waste: «Les éléments en carton sont à trier», «Cartons et emballages papier à recycler».

Some examples of messages as they appear in use





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3.2.4 – MESSAGES

Other messages

Messages **that complement** the unified signage can be added to all products (and their packaging) for which the signage is required. Using an optional message, **consumers can be informed in greater detail about how the product is collected.**

Examples of optional messages

Information on how and where products are collected: “Pensez à rapporter vos […] dans les points d’apport volontaire près de chez vous” ; “Triez vos cartons. Jetez les pots en grès dans la poubelle d’ordures ménagères”.

Some examples of messages as they appear in use

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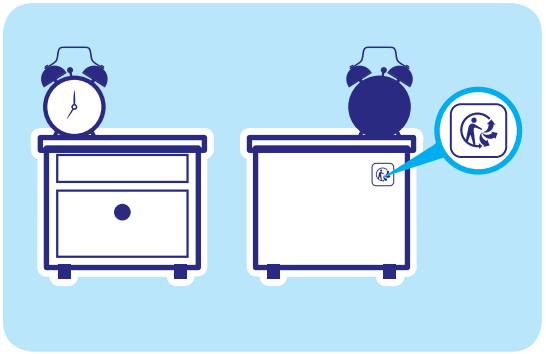
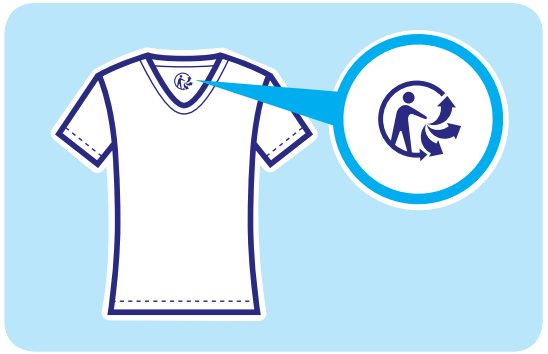
3.2.5 EXAMPLES OF PICTOGRAPH DISPLAY

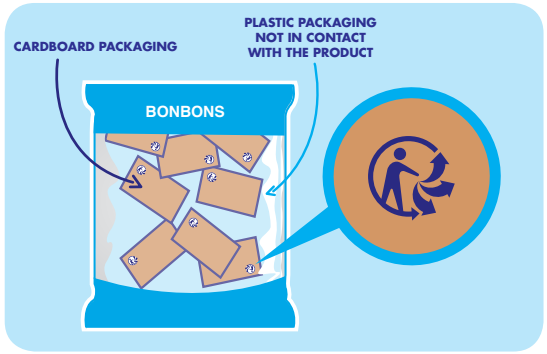
Pictograph alone displayed on product



Pictograph displayed on a specific label affixed to the product.



Pictograph placed directly on the product.



Pictograph displayed on recyclable packaging.

See more specific examples in the section devoted to your product chain in Part 4 (click on the left-hand menu).

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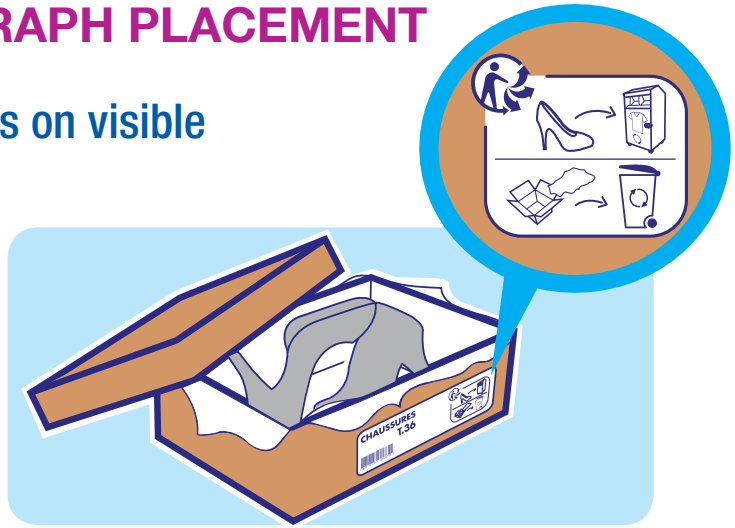
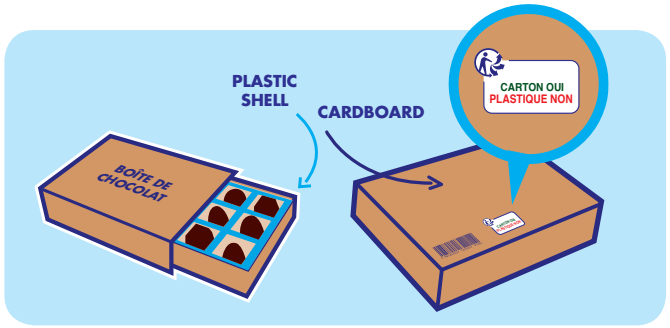
3.2.5 EXAMPLES OF PICTOGRAPH PLACEMENT

Examples of recommended messages on visible outer packaging

Pictograph placed on outer cardboard packaging
The cardboard packing material is recyclable but does not display the Triman pictograph because the message on the outer packaging indicates that the packing material is separately collected for recycling.



Pictograph and message placed on outer packaging with instructions pertaining to product and packaging
The paper is recyclable but does not display the Triman pictograph because the message indicates that it is separately collected for recycling.



Pictograph and message placed on visible cardboard packaging
The message makes it easy for the consumer to understand that the plastic components inside the box are not separately collected for recycling.

Pictograph and message placed on outer cardboard packaging
The message refers the consumer to a website for sorting and recycling instructions.

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3.2.5 EXAMPLES OF PICTOGRAPH PLACEMENT

Examples of default message display

Pictograph and message displayed on use instructions

Pictograph and message displayed via an electronic medium

Additional messages may be communicated along with the pictograph. Here is an example (to be adapted for each product chain):
"A la fin de la vie de votre produit, vous pouvez, le donner à une structure de réemploi si il est en bon état, sinon le rapporter au magasin lors de l'achat d'un produit neuf ou le déposer à la déchèterie".

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3.2.6 TO BE AVOIDED

The use of Triman signage must comply with graphic rules. Here are some examples of errors to avoid (this list is not exhaustive).

Deformed picto/1

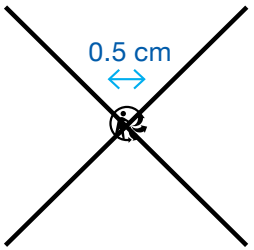
Deformed picto/2

Crossed-through picto

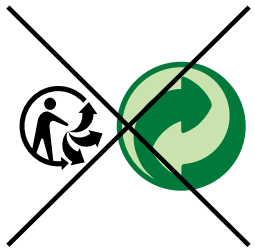
Insufficient contrast

Picto partially effaced

Multi-coloured picto

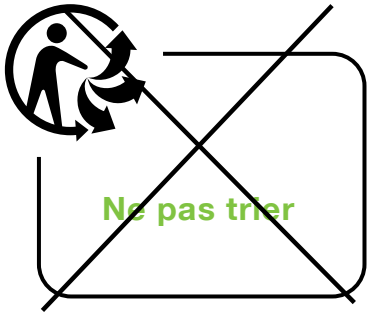


Picto smaller than 0.6 cm

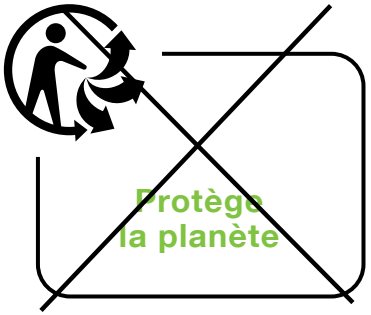


Picto smaller than surrounding markings

Picto hidden by other elements



Message is in contradiction with picto



Message is too general and does not provide sorting/ recycling instructions

The message must remain in French in all cases.

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3.3 CO-DISPLAY WITH OTHER SIGNAGE SYSTEMS

Examples of existing signage

Examples of mandatory signage

Examples of PCS signage

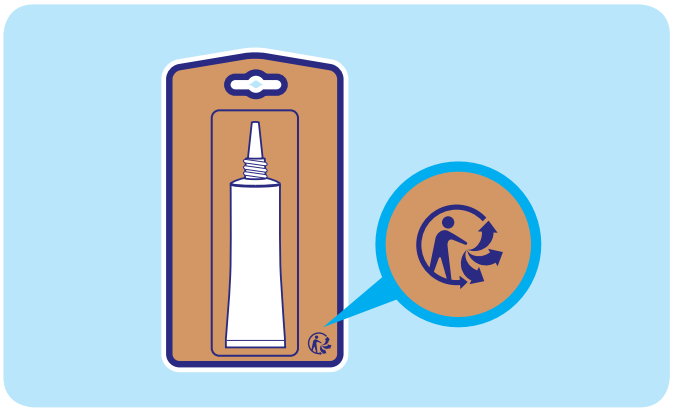
Examples of optional environmental signage

General rules

Display of the Triman signage stipulated in the decree is mandatory. The Triman signage does not replace other markings or indications, except in the case of EEE, batteries and accumulators, and specific non-point waste. Specific signage exists for these products; a crossed-through waste bin for EEE and batteries and accumulators.

Consult the text of the regulatory decree

Co-display with other signage systems



Principle of mutual recognition

In keeping with the principle of mutual recognition, the Triman signage may be replaced by other unified signage regulated by another Member State of the European Union. This substitute signage must inform consumers that the recyclable products are separately collected for recycling, it must be mandatory, and must cover all products that are covered by the Triman signage.

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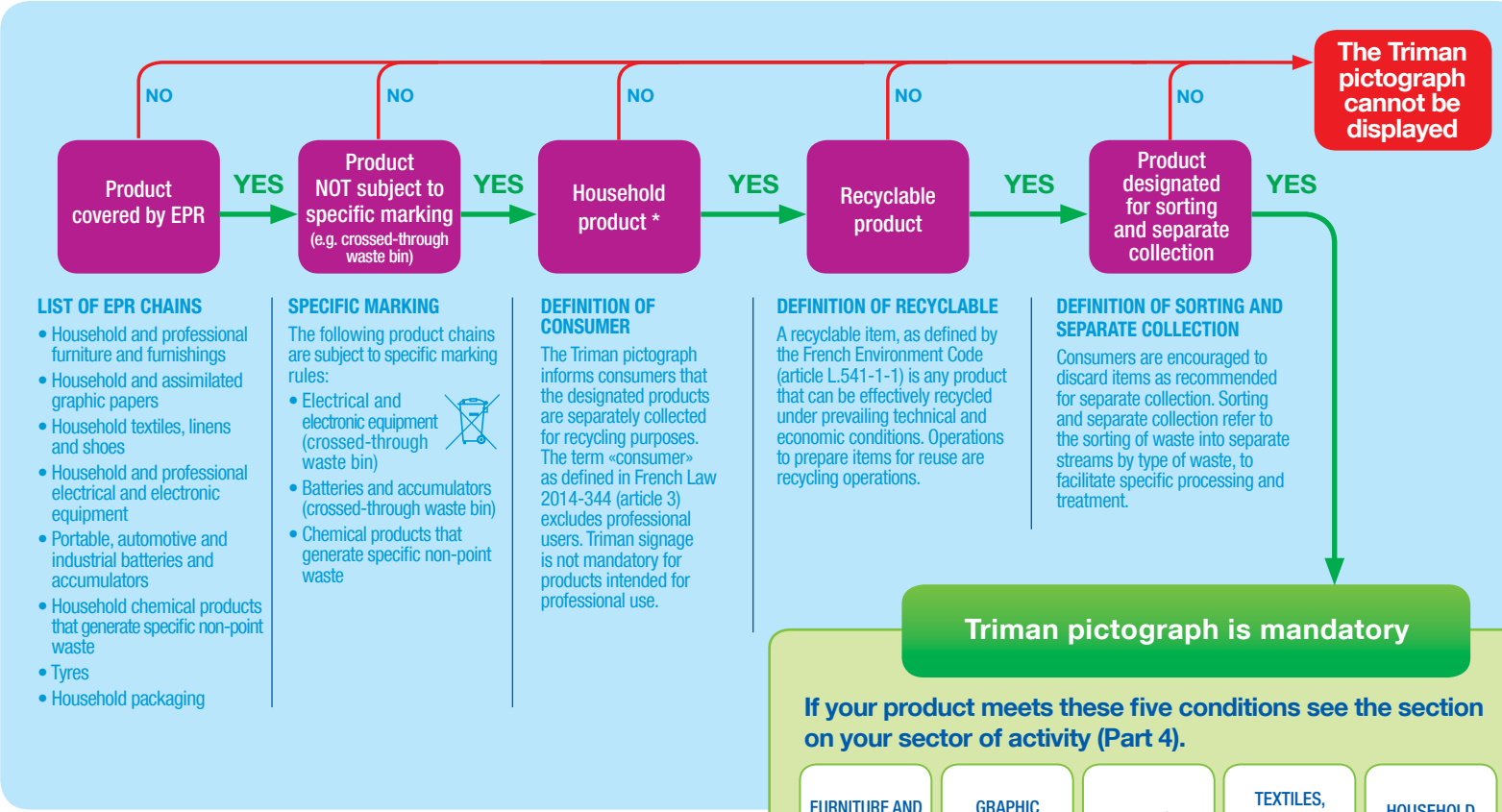
4 SPECIFIC FEATURES BY PRODUCT CHAIN



**At the design stage it may be difficult to distinguish household products from those intended for professional use. If your product is recyclable and is covered by sorting and separate collection, you can display the Triman pictograph regardless of the nature of the future user.*

If in doubt contact your professional or trade organisation, and/or the Producer Compliance Scheme for your activity.

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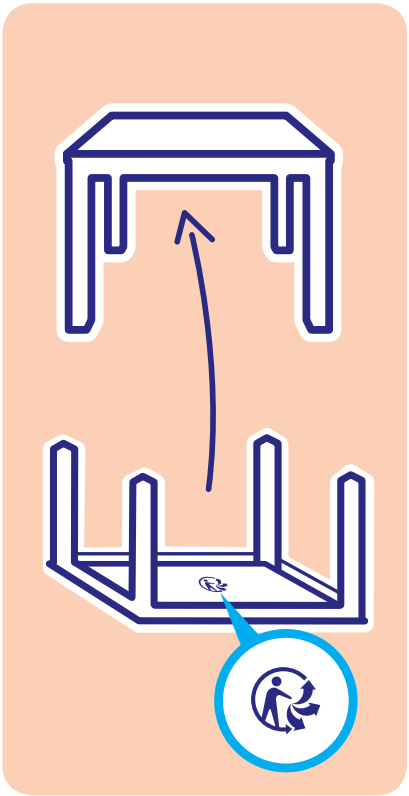
4.1 FURNITURE AND FURNISHINGS

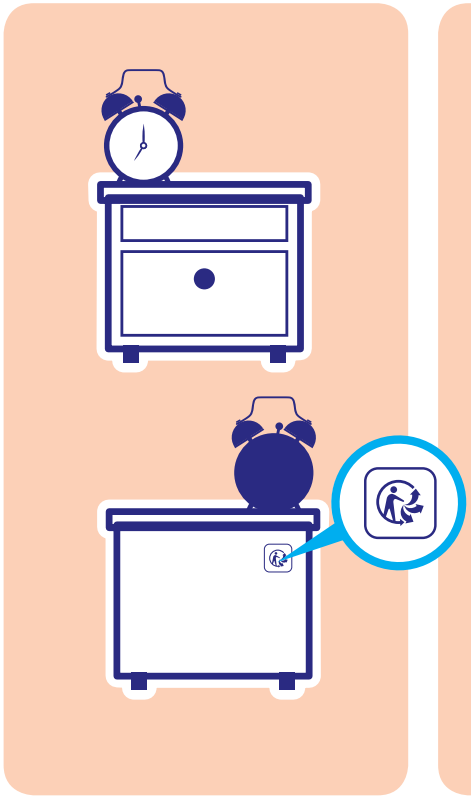
It is recommended that the pictograph be displayed directly on the product, to ensure that the information is available to the consumer at all times, and especially when the item is discarded.

Pictograph displayed directly on the product

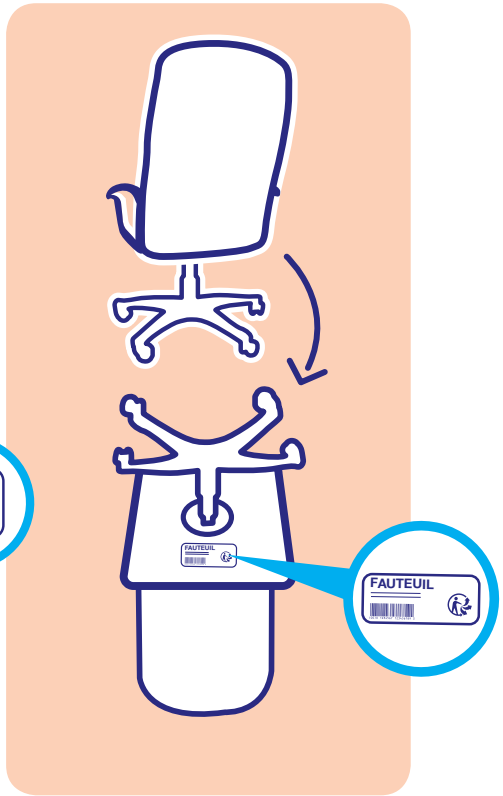
Marked directly on recyclable product



Pictograph on a specific Triman label affixed to the product



Pictograph on an existing label affixed to the product



Nb: Product packaging may also be subject to mandatory Triman marking. See section 4.5 on Household packaging.

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6. ABBREVIATIONS AND ACRONYMS

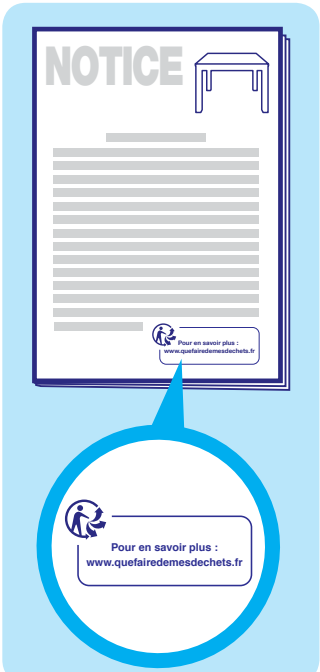
4.1 FURNITURE AND FURNISHINGS

Examples of default display

If the Triman pictograph is not marked directly on the product, it can be displayed on the product packaging, use instructions or via an electronic medium.

Display on visible or outer packaging

Pictograph and message displayed on use instructions



Pictograph and message displayed via an electronic medium

Additional messages may be communicated along with the pictograph.
Here is an example (to be adapted for each product chain):
“A la fin de la vie de votre produit, vous pouvez, le donner à une structure de réemploi si il est en bon état, sinon le déposer à la déchèterie”.

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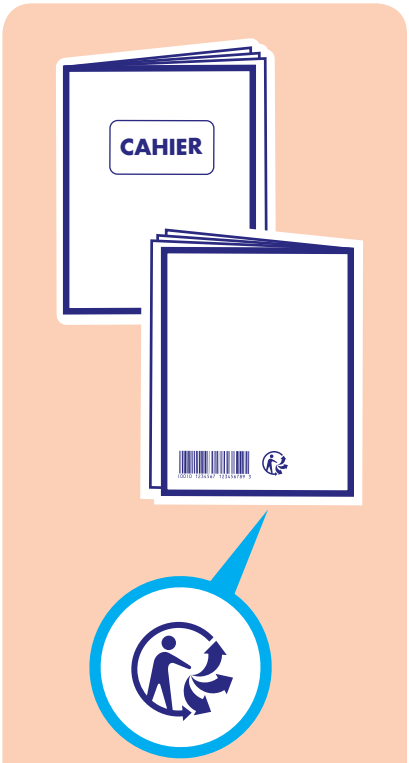
4.2 GRAPHIC PAPERS

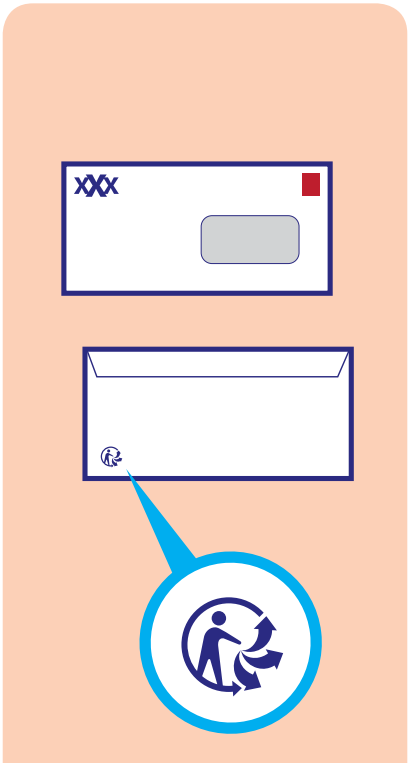
It is recommended that the pictograph be displayed directly on the product, to ensure that the information is available to the consumer at all times, and especially when the item is discarded.

Pictograph displayed directly on the product

Marked directly on recyclable product



Marked directly on recyclable product



Marked directly on recyclable product

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4.2 GRAPHIC PAPERS

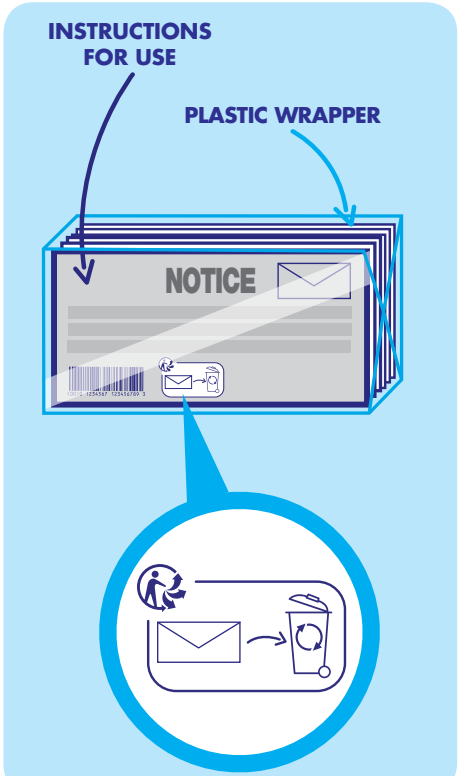
Examples of default display

If the Triman pictograph is not marked directly on the product, it can be displayed on the product packaging, use instructions or via an electronic medium.

Display on packaging

A single recyclable package

Pictograph and message displayed on use instructions



Several packaging components, some of which are recyclable

Pictograph and message displayed via an electronic medium

Several packaging components, some of which are recyclable

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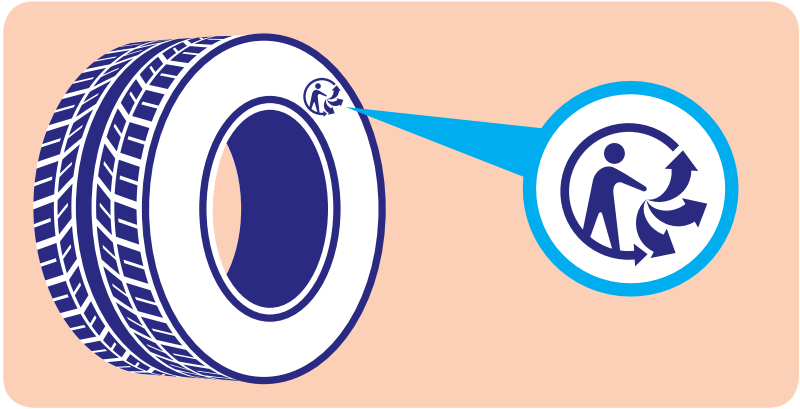
6. ABBREVIATIONS AND ACRONYMS

4.3 TYRES

It is recommended that the pictograph be displayed directly on the product, to ensure that the information is available to the consumer at all times, and especially when the item is discarded.

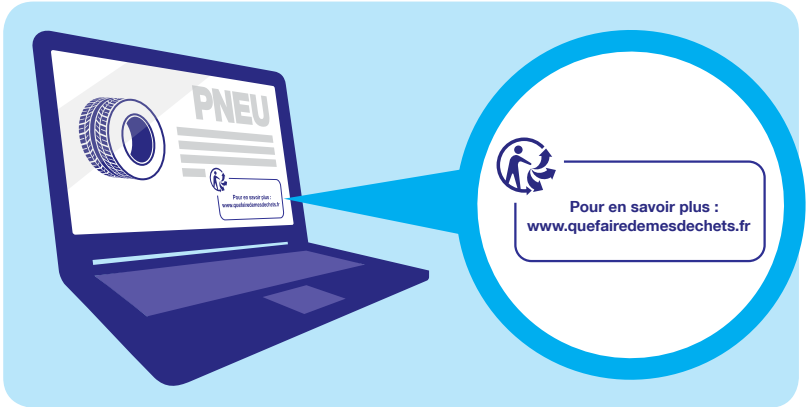
Pictograph displayed directly on the product



Marked directly on recyclable product

Examples of default display

If the Triman pictograph is not marked directly on the product, it can be displayed on the product packaging, use instructions or via an electronic medium.



Pictograph and message displayed via an electronic medium

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5. GRAPHICAL ELEMENTS FOR DOWNLOAD

6. ABBREVIATIONS AND ACRONYMS

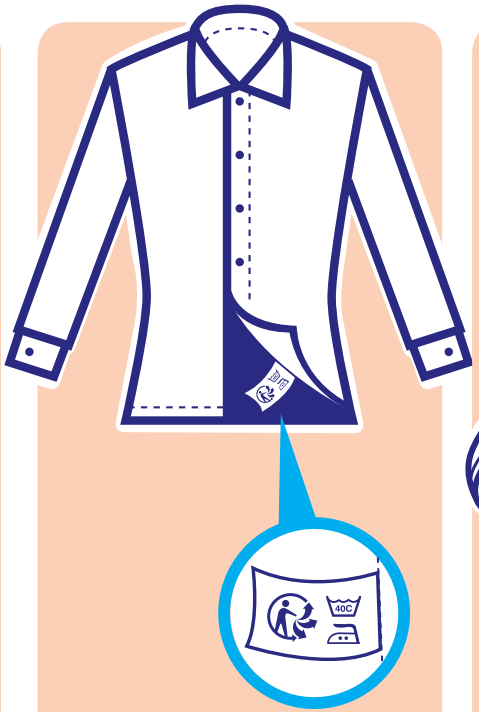
4.4 TEXTILES, HOUSEHOLD LINENS, SHOES

It is recommended that the pictograph be displayed directly on the product, to ensure that the information is available to the consumer at all times, and especially when the item is discarded.

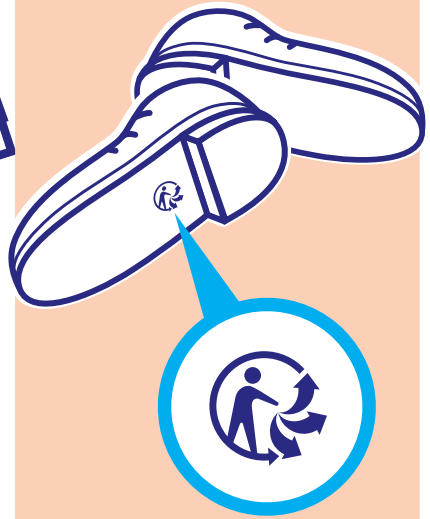
Pictograph displayed directly on the product

Picto marked directly on product / on collar of T-shirt

Picto marked on care instructions label



Picto marked on sole of shoe



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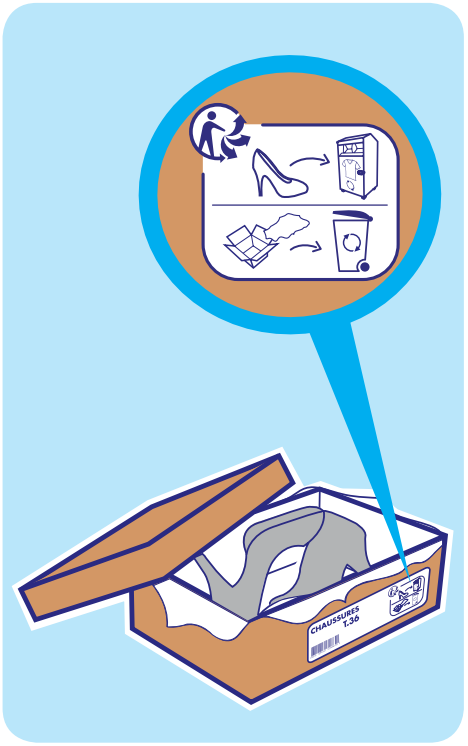
6. ABBREVIATIONS AND ACRONYMS

4.4 TEXTILES, HOUSEHOLD LINENS, SHOES

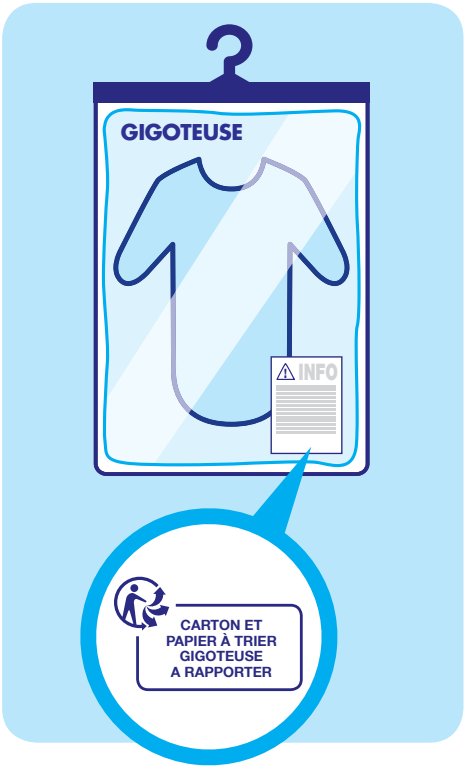
Examples of default display

If the Triman pictograph is not marked directly on the product, it can be displayed on the product packaging, use instructions or via an electronic medium.

Display on visible or outer packaging



Pictograph and message displayed on use instructions



Pictograph and message displayed via an electronic medium

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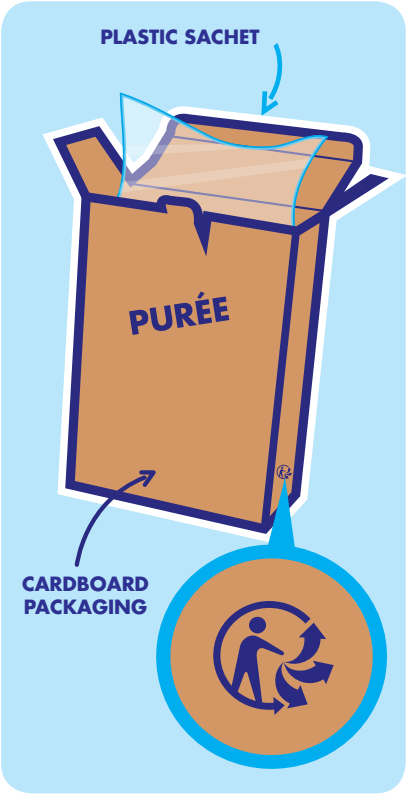
4.5.1 HOUSEHOLD PACKAGING - GENERAL CASES

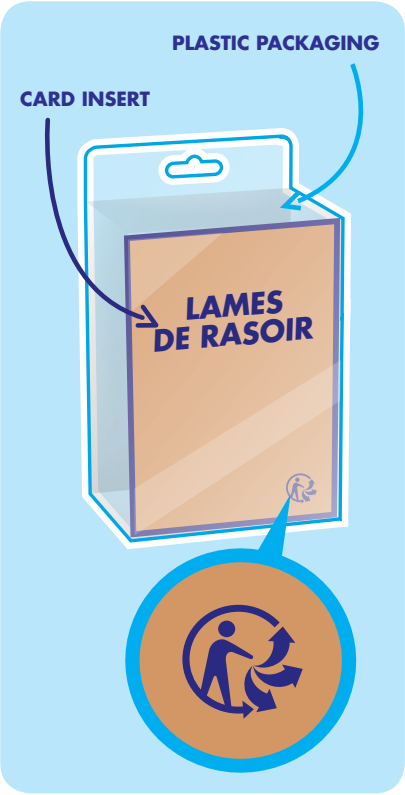
In keeping with the Law of 2 January 2014 authorising the government to simplify corporate activity, the unified Triman signage is not mandatory for household glass containers.

Examples of signage displayed directly on packaging (the item to be recycled is the packaging itself)

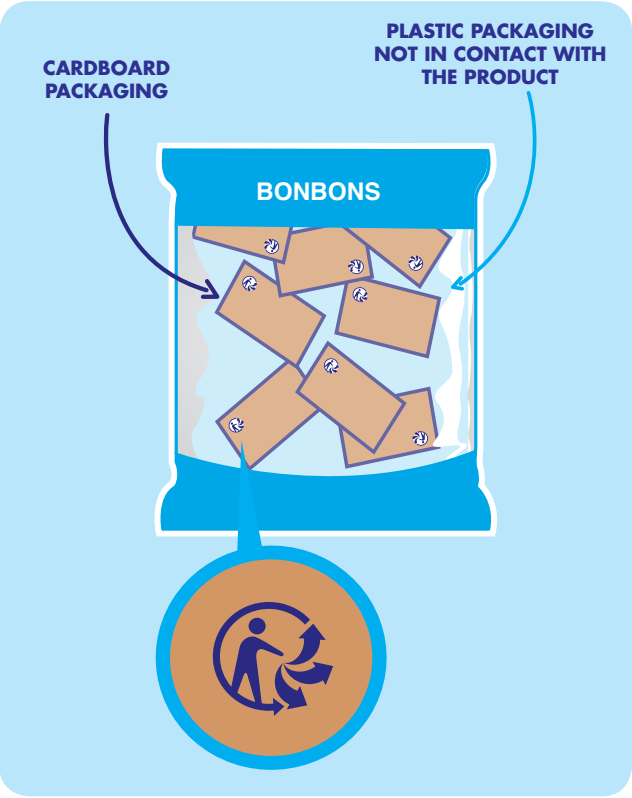
Recyclable packaging



Several packaging components, one of which is recyclable



Several packaging components, some of which are recyclable



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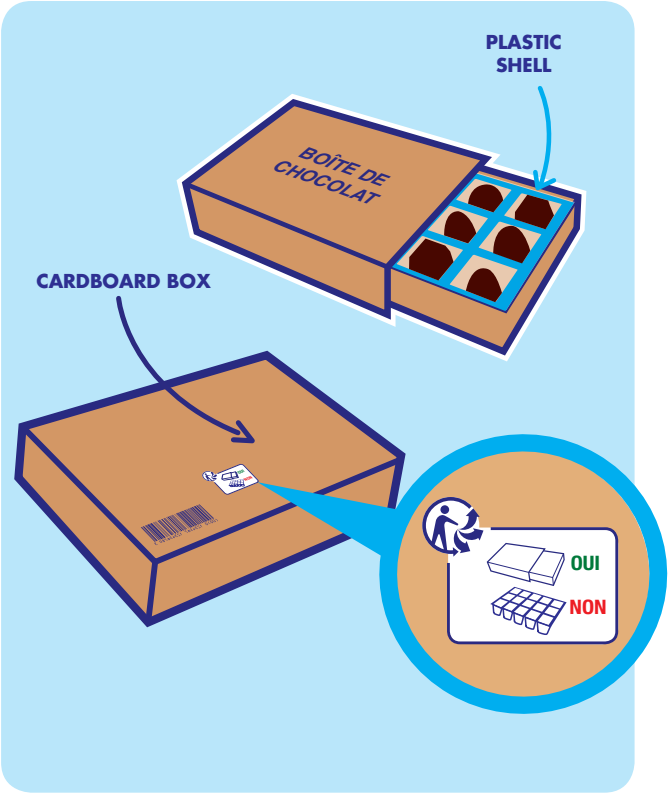
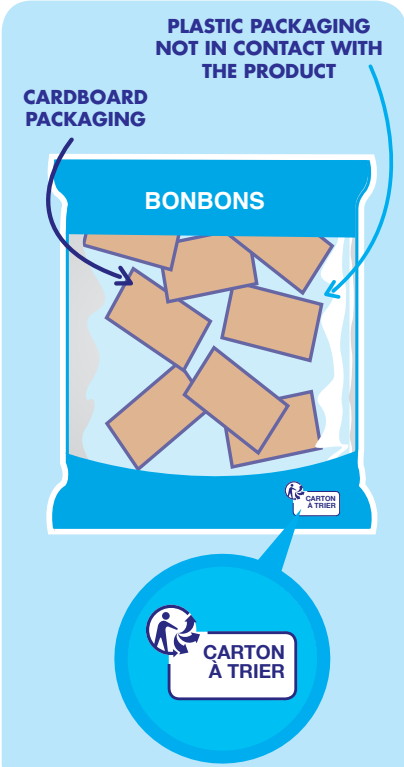
4.5.1 HOUSEHOLD PACKAGING - GENERAL CASES

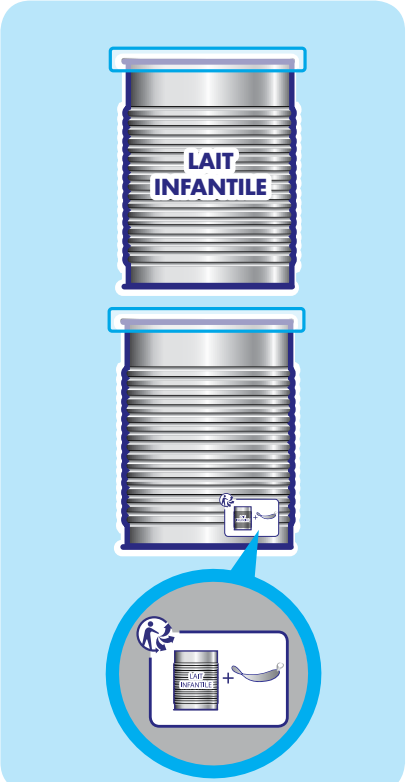
Examples of default display

Display on visible or outer packaging



Several packaging components, some of which are recyclable





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4.5.1 HOUSEHOLD PACKAGING - GENERAL CASES

Display on product packaging

Several packaging components, some of which are recyclable

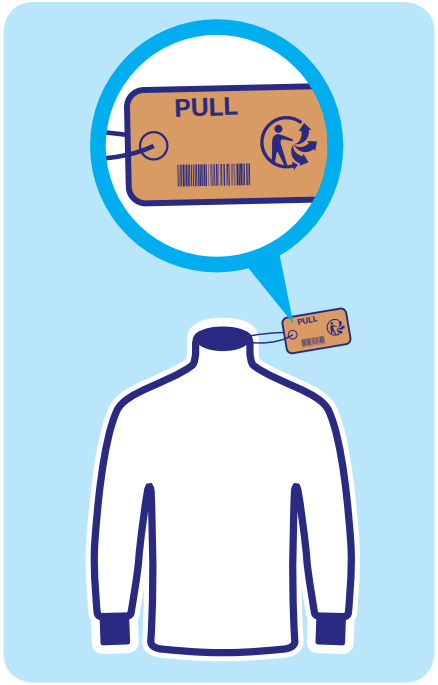
Example of version 1

Signage displayed on all recyclable packaging.

Example of version 2

Display on visible or outer packaging. The picto is accompanied by a message indicating that the product and cardboard packing materials in the box are separately collected for recycling.

A single recyclable packaging item, the label



Display on cardboard price tag.

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4.5.1 HOUSEHOLD PACKAGING - GENERAL CASES

Examples of default display

Pictograph and message displayed on use instructions

Pictograph and message displayed via an electronic medium

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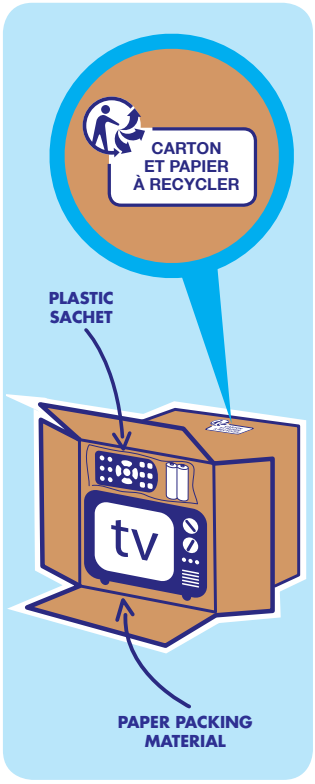
6. ABBREVIATIONS AND ACRONYMS

4.5.2 SPECIAL CASES: EEE AND B&A

Display on product packaging

A single recyclable package

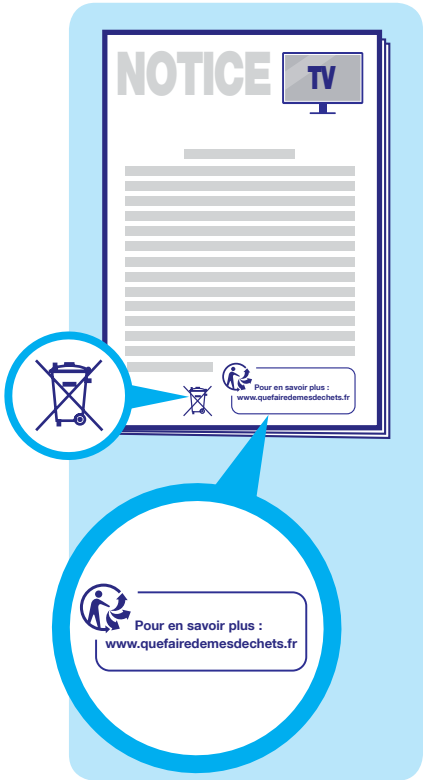
Several packaging components, some of which are recyclable



Examples of default display

If the Triman pictograph is not marked directly on the product, it can be displayed on the product packaging, use instructions or via an electronic medium.

Pictograph and message displayed on use instructions



Pictograph and message displayed via an electronic medium

Information on display of the crossed-through waste bin: Electrical and electronic equipment (EEE) and batteries and accumulators (B&A) must be marked with the crossed-through waste bin. See N50 419 standards for stipulations regarding display of this signage.

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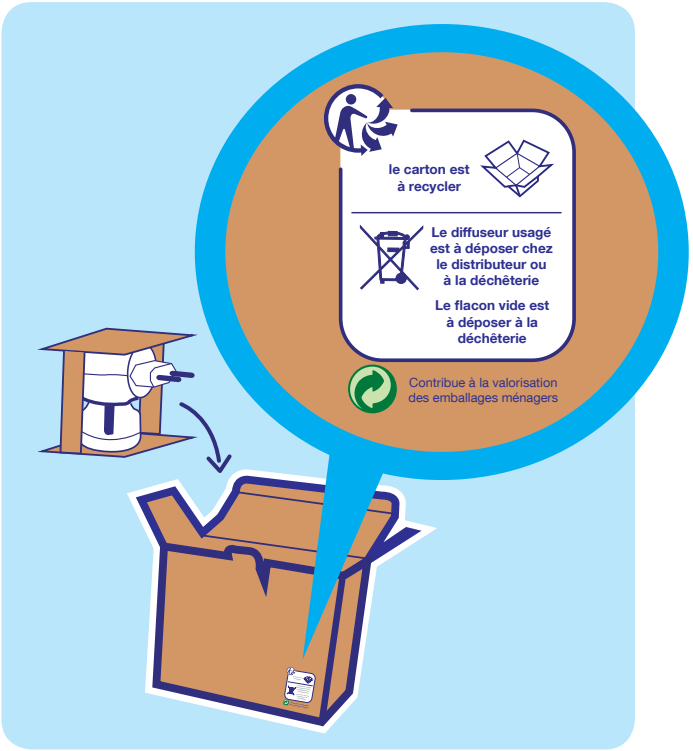
4.5.3 SPECIAL CASES: SPECIFIC NON-POINT WASTE

Display on product packaging not in contact with the product

Several packaging components, some of which are not recyclable

Co-display with other specific signage



If the Triman pictograph is not marked on product packaging, it can be displayed on use instructions or via an electronic medium.

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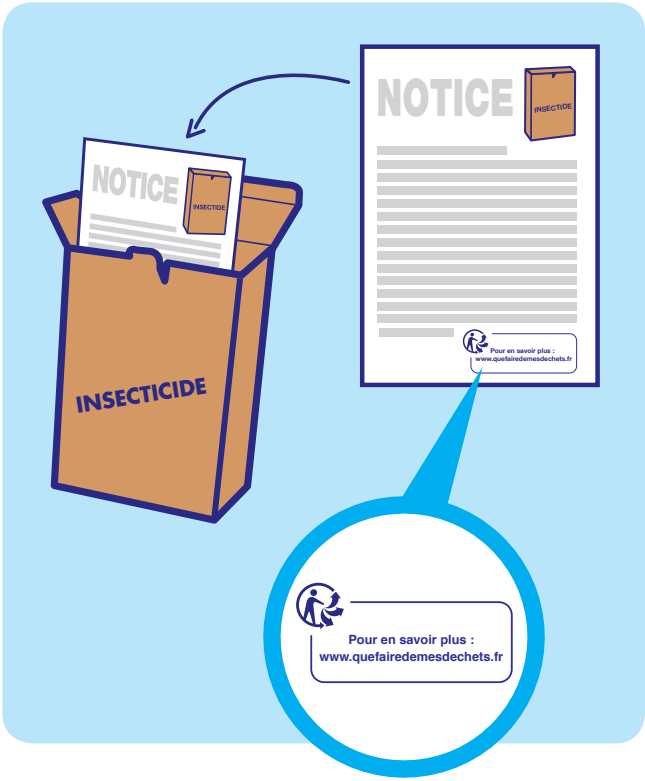
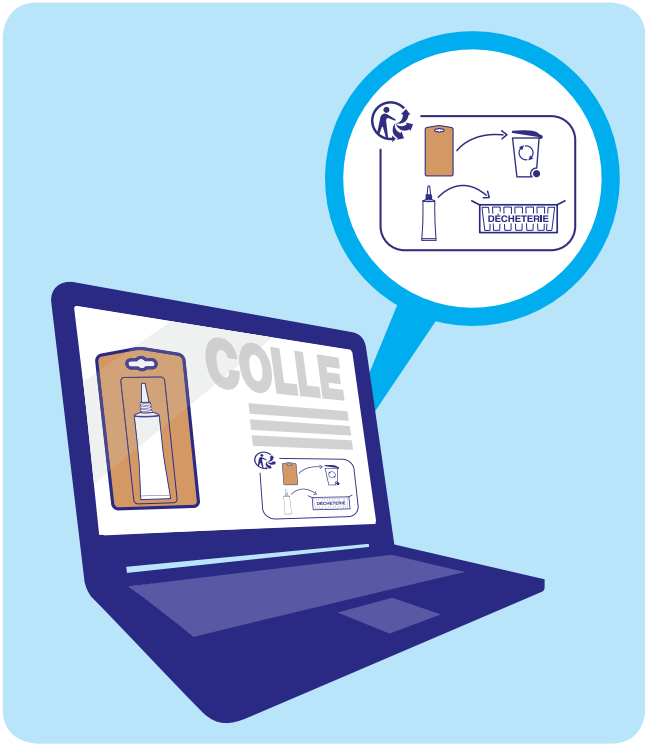
4.5.3 SPECIAL CASES: SPECIFIC NON-POINT WASTE

Examples of default display

Pictograph and message displayed on use instructions



Pictograph and message displayed via an electronic medium



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5 Graphical elements for download

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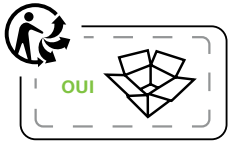

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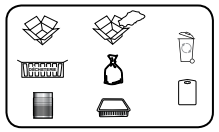

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6. ABBREVIATIONS AND ACRONYMS

6 ABBREVIATIONS AND ACRONYMS

B&A	Batteries and accumulators
CLP	Classification, Labelling, Packaging. REGULATION (EC) No 1272/2008 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 16 December 2008 on classification, labelling and packaging of substances and mixtures
EEE	Electrical and electronic equipment
EPR	Extended Producer Responsibility
PCS	Producer Compliance Scheme

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ACKNOWLEDGEMENTS

This handbook has been drawn up to respond to the needs expressed by product marketers.
We would like to thank all the people and organisations who participated in the deliberations of the various working groups.

- Aliapur
- Association française des distributeurs de papier et d'emballage
- Association française des industries de la détergence
- Association française des industries des colles, adhésifs et mastics
- Association nationale des industries alimentaires
- Association pour la literie
- Auchan
- Carrefour
- Casino
- Comité français des aérosols
- Comité français du butane et du propane
- Corepile
- Eco-emballages
- Ecofolio
- Ecologic
- Eco-mobilier
- Eco-systèmes
- EcoTLC
- ERP Recycling
- Fédération de la maille et de la lingerie
- Fédération des entreprises de la beauté
- Fédération des entreprises du commerce et de la distribution
- Fédération des entreprises internationales de la mécanique et de l'électronique
- Fédération e-commerce et vente à distance
- Fédération française de la chaussure
- Fédération française des industries jouet - puériculture
- Fédération nationale des métiers de la jardinerie
- Les entreprises du médicament
- Les industries du plâtre
- L'Oréal
- Michelin
- Mobivia
- Nestlé
- OSRAM SASU
- Oxylane
- Procter & Gamble
- Récylum
- Screlec
- Solinest
- Syndicat de l'industrie des technologies de l'information
- Syndicat français des conditionneurs de produits chimiques grand public
- Syndicat national des industries des peintures, enduits et vernis
- Union des annonceurs
- Union des industries de la fertilisation
- Union des industries textiles
- Union française de la literie
- Union française des industries des cartons, papiers et celluloses
- Union française du commerce chimique
- Union nationale de l'imprimerie et de la communication
- Union protection jardins et espaces verts
- Valdélia

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INFORMATION SOURCES

For further information on the regulations governing the Triman signage, readers can consult the text of the regulatory decree on the *Légifrance* website.

For questions pertaining to the specific use(s) of the Triman signage in your sector of activity, contact your professional organisation or the Producer Compliance Scheme that covers your product chain.