



TPackSS: Tobacco Pack Surveillance System

Thailand Health Warning Label Compliance Codebook 2013

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Please refer to the “Thailand Packaging and Labeling Requirements” document for the laws from which specific questions are derived. If you feel that some aspects of the pack warrants further discussion please make a note in the “topics for further discussion” section.

Unique ID (unique_id)

Enter the Unique ID that is printed on the label on the bag in which the pack is held.

1. Type of Product (product_type)

What type of product is this?

Refer to the front of the pack to answer this question. If the type of product is not written on the front of the pack, refer to the back and if not found on the back, the sides of the pack. If there are two descriptions of the product found on the pack, choose the more specific classification (e.g. when “clove cigarettes” AND “Class A cigarettes” are written on a pack, the product will be classified as “clove cigarettes”). If product type is not written on the package, look at the sticks inside the package and refer to additional information online. In your online search for information, refer only to credible sources (official brand websites, government registries of tobacco products, or Euromonitor).

[For hard packs, the front of pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the tobacco company text (NOT the health warning text) on the side or bottom of the package is upright and readable.]

- (1) Manufactured cigarettes
- (2) Bidis
- (3) Cloves or Kreteks
- (4) Cigarillo

2. Larger package (larger_package)

Is the primary package included in a larger package?

- (1) Yes
- (0) No

If “Yes”, answer questions about the primary package first.

Section A: Front of Pack

A1. Presence of warning (front_warn_presence)

Is there a health warning label on the front of the pack?

- (1) Yes
- (0) No

If “No”, skip to Section B.

A2. Warning content (front_warn_content)

Using the Appendix, indicate the number of the health warning that appears on the package. If there is no warning that matches the warning on the pack select “No match”.

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

A3. Location of warning (front_warn_loc)

Is the health warning label located at the top AND left edge of the package?

- (1) Yes
- (0) No

A4. Coverage of warning (front_warn_coverage)

Does the health warning label cover the entire upper surface of the cigarette package?

- (1) Yes
- (0) No

A5. Language of warning (front_warn_lang)

Is the health warning label written in Thai?

Refer to the 'Side' and 'Language' columns of the translation spreadsheet to answer this question.

(1) Yes

(0) No

A6. Size and positioning of lettering in HWL (front_warn_lettering)

Are the size and positioning of the lettering in the health warning label the same as they appear in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

(1) Yes

(0) No

A7. HWL content (front_warn_samecontent)

Is the content of the warning statement in the health warning label the same as it appears in the Appendix?

(1) Yes

(0) No

A8. HWL images (front_warn_img)

Is the image included in the health warning label the same as it appears in the Appendix?

(1) Yes

(0) No

Measurement

- Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1). Enter the measurement to the first decimal place.
- When measuring a package with beveled edges measure the face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.
- When measuring a soft pack measure only the face of the tobacco package and do not include ANY of the foil area.
- When measuring any text message without defined border, measure the highest point and the widest point of the text message as a whole.
- Measure the text in an upright position, following the direction of the text.
- When measuring the width, measure across the points at the bottom edge of the pack.
- If there is a strip of black at the top of warning, include this black strip in the measurement of the health warning.

A9. Health warning label height (front_warn_height)

Enter the height (cm) of the health warning label. _____

A10. Health warning label width (front_warn_width)

Enter the width (cm) of the health warning label. _____

A11. Height (front_height)

Enter the height (cm) of the front panel of the pack. _____

A12. Width (front_width)

Enter the width (cm) of the front panel of the pack. _____

A13. Percentage of front of pack covered by warning (front_warn_percent)

Using the measurements above, the percentage of area of the front panel of the pack covered by the health warning label will be calculated automatically. _____

A14. Edges of pack (front_bvlorrnd)

Does the front of the pack have beveled or rounded edges?

Packs are only considered to have beveled or rounded edges when they are hard packs. Refer to Images 2 and 3 for examples. Choose N/A if a pack is a soft pack, cylindrical pack or a tin pack.

Example:



Image 1. Beveled edges



Image 2. Round edges

- (1) Yes
- (0) No
- (9) N/A

If 'No' or 'N/A', skip to Section B.

A15. Health warning label coverage (front_bvlorrnd_coverage)

Does the health warning label cover the beveled or rounded edges of the pack?

- (1) Yes
- (0) No

Section B: Back of the Pack

B1. Presence of warning (back_warn_presence)

Is there a health warning label on the back of the pack?

- (1) Yes
- (0) No

If "No", skip to Section C.

B2. Warning content (back_warn_content)

Using the Appendix, indicate the number of the health warning that appears on the package. If there is no warning that matches the warning on the pack select "No match".

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

B3. Location of warning (back_warn_loc)

Is the health warning label located at the top AND left edge of the package?

- (1) Yes
- (0) No

B4. Coverage of warning (back_warn_coverage)

Does the health warning label cover the entire upper surface of the cigarette package?

- (1) Yes
- (0) No

B5. Language of warning (back_warn_lang)

Is the health warning label written in Thai?

Refer to the 'Side' and 'Language' columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

B6. Size and positioning of lettering in HWL (back_warn_lettering)

Are the size and positioning of the lettering in the health warning label the same as they appear in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

- (1) Yes
- (0) No

B7. HWL content (back_warn_samecontent)

Is the content of the warning statement in the health warning label the same as it appears in the Appendix?

- (1) Yes
- (0) No

B8. HWL images (back_warn_img)

Is the image included in the health warning label the same as it appears in the Appendix?

- (1) Yes
- (0) No

Refer to 'Measurement' in Section A for instructions on how to measure packs and enter measurements.

B9. Health warning label height (back_warn_height)

Enter the height (cm) of the health warning label. _____

B10. Health warning label width (back_warn_width)

Enter the width (cm) of the health warning label. _____

B11. Height (back_height)

Enter the height (cm) of the back panel of the pack. _____

B12. Width (back_width)

Enter the width (cm) of the back panel of the pack. _____

B13. Percentage of back of pack covered by warning (back_warn_percent)

Using the measurements above, the percentage of area of the back panel of the pack covered by the health warning label will be calculated automatically. _____

B14. Edges of pack (back_bvlorrnd)

Does the back of the pack have beveled or rounded edges?

See Images 1 and 2 for examples.

(1) Yes

(0) No

(9) N/A

If 'No' or 'N/A', skip to Section C.

B15. Health warning label coverage (back_bvlorrnd_coverage)

Does the health warning label cover the beveled or rounded edges of the pack?

(1) Yes

(0) No

Section C: Right Side Panel of the Pack

Example:

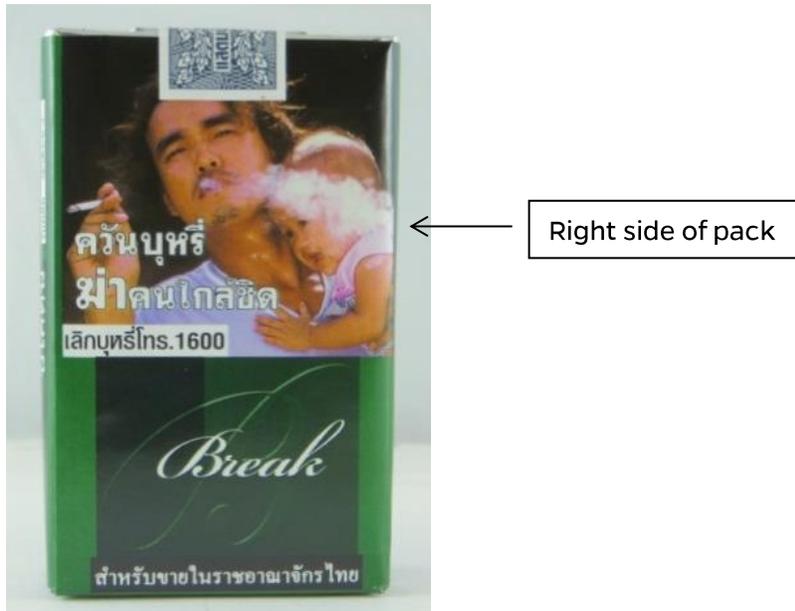


Image 3. Right side of pack

C1. Warning presence (sider_warn_presence)

Is there a health warning label on the RIGHT SIDE panel of the pack?

- (1) Yes
- (0) No

If "No", skip to section D.

C2. Side of pack warning content (sider_warn_content)

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the side panel text found on the pack. If there is no text that matches the text on the side of the pack select “No match”.

Refer to the translation spreadsheet to answer this question.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	No match (99)
Side Panel Text											

If “No match” above, skip to section D.

C3. Label in Thai (sider_warn_lang)

Is the warning label on the right side panel of the pack in Thai?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

(1) Yes

(0) No

C4. White characters (sider_warn_itrclr)

Are the characters of the warning label printed in white?

(1) Yes

(0) No

C5. Black background (sider_warn_bckgrndclr)

Are the characters of the warning label printed on a black background?

(1) Yes

(0) No

C6. Size and positioning of lettering in HWL (sider_warn_letting)

Are the size and positioning of the lettering in the warning label the same as they appear in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

- (1) Yes
- (0) No

Measurement

- Refer to “Measurement” in Section A for instructions on how to measure packs and enter measurements.
- In cases where the date of manufacture of the pack is not distinct and separate from the health warning area like the example below, measure only the area that includes the health warning label text. Refer to Image 4 for an example.

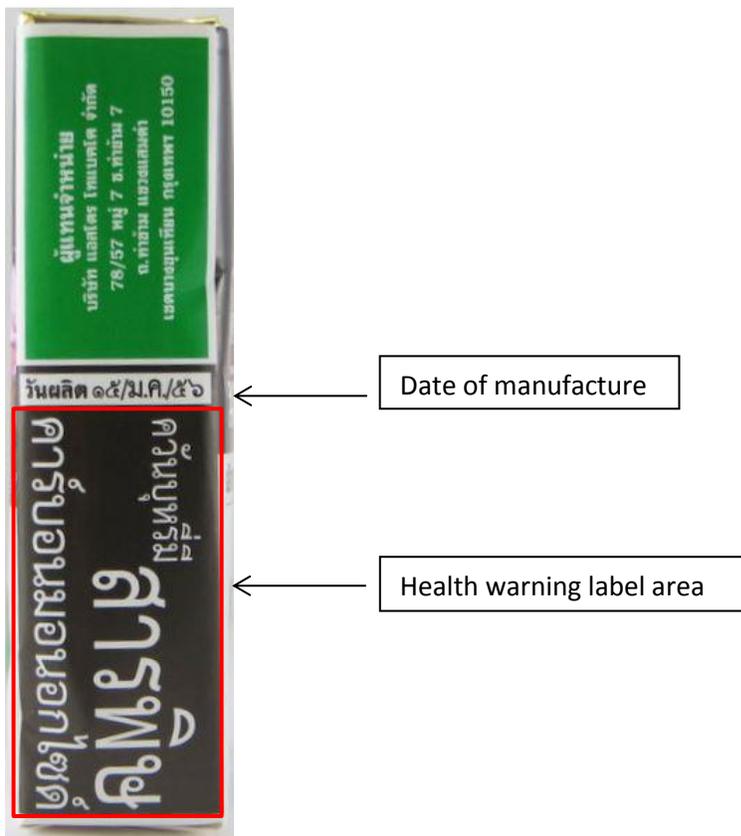


Image 4. Side of pack with health warning label and date of manufacture

C7. Warning height (sider_warn_height)

Enter the height (cm) of the warning on the right side panel of the pack. _____

C8. Warning width (sider_warn_width)

Enter the width (cm) of the warning on the right side panel of the pack. _____

C9. Height (sider_height)

Enter the height (cm) of the right side panel of the pack. _____

C10. Width (sider_width)

Enter the width (cm) of the right side panel of the pack. _____

C11. Percent covered by warning (sider_warn_percent)

Using the measurements above, the percentage of area of the right side panel of the pack covered by the health warning will be calculated automatically. _____

Section D: Left Side Panel of the pack

Example:

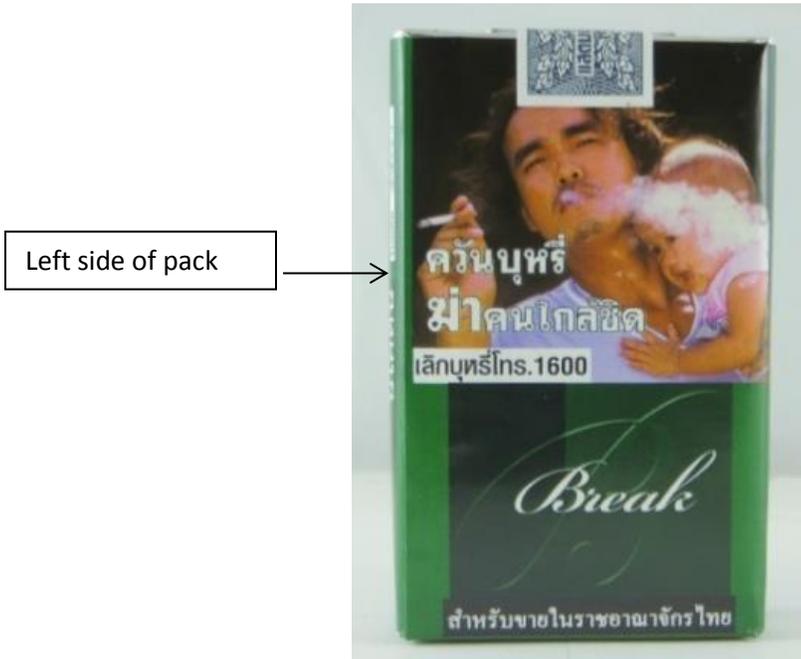


Image 5. Left side of pack

D1. Warning presence (sidel_warn_presence)

Is there a health warning label on the LEFT SIDE panel of the pack?

- (1) Yes
- (0) No

If “No”, skip to section E.

D2. Side of pack warning content (sidel_warn_content)

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the side panel text found on the pack. If there is no text that matches the text on the side of the pack select “No match” for the appropriate question.

Refer to the translation spreadsheet to answer this question.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	No match (99)
Side Panel Text											

If you selected “No match” above, skip to section E.

D3. Label in Thai (sidel_warn_lang)

Is the warning label on the left side panel of the pack in Thai?

Refer to the 'Side' and 'Language' columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

D4. White characters (sidel_warn_ltrclr)

Are the characters of the warning label printed in white?

- (1) Yes
- (0) No

D5. Black background (sidel_warn_bckgrndclr)

Are the characters of the warning label printed on a black background?

- (1) Yes
- (0) No

D6. Size and positioning of lettering in HWL (sidel_warn_lettering)

Are the size and positioning of the lettering in the warning label the same as they appear in the Appendix?

Refer to the relative size and positioning of the lettering to answer this question.

- (1) Yes
- (0) No

Measurement

- Refer to "Measurement" in Section A for instructions on how to measure packs and enter measurements.
- In cases where the date of manufacture of the pack is not distinct and separate from the health warning area like the example below, measure only the area that includes the health warning label text. Refer to Image 4 for an example.

D7. Warning height (sidel_warn_height)

Enter the height (cm) of the warning on the left side panel of the pack. _____

D8. Warning width (back_warn_width)

Enter the width (cm) of the warning on the left side panel of the pack. _____

D9. Height (sidel_height)

Enter the height (cm) of the left side panel of the pack. _____

D10. Width (sider_width)

Enter the height (cm) of the left side panel of the pack. _____

D11. Percent covered by warning (sidel_warn_percent)

Using the measurements above, the percentage of area of the left side panel of the pack covered by the health warning will be calculated automatically. _____

Section E: Other Requirements

E1. Date of Manufacture (other_manu_presence)

Is there a display of the date of manufacture on one of the sides of the cigarette pack, exclusive of the area designated for the notice of toxic or carcinogenic substances?

Refer to the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

If you answered “No” skip to E5.

E2. Date of Manufacture- Thai language (other_manu_lang)

Is the date of manufacture printed in the Thai language?

- (1) Yes
- (0) No

E3. Date of Manufacture- 10 pt. font (other_manu_font)

Is the date of manufacture printed in 10 point font or larger?

- (1) Yes
- (0) No

E4. Date of Manufacture- statement color (other_manu_clr)

Does the date of manufacture fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

- (1) Yes
- (0) No

E5. Origin of cigarettes (other_origin_presence)

Which of the following is displayed adjacent to the lower front edge of the cigarette pack?

Refer to the translation spreadsheet to answer this question.

- (1) Manufactured in the Kingdom of Thailand (In Thai: ผลิตขึ้นภายในราชอาณาจักรไทย)
- (2) Manufactured in (other country)
- (0) None of the above

If you answered “None of the above”, skip to E9.

E6. Origin of cigarettes- Thai language (other_origin_lang)

Is the statement on origin of cigarettes printed in the Thai language?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

E7. Origin of cigarettes- 10 pt. font (other_origin_font)

Is the statement on the origin of cigarettes printed in 10 point font or larger?

- (1) Yes
- (0) No

E8. Origin of cigarettes- statement color (other_origin_clr)

Does the statement on the origin of cigarettes fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

- (1) Yes
- (0) No

E9. For Sale in the Kingdom of Thailand (other_sale_presence)

Is there a display of the statement, "For Sale in the Kingdom of Thailand" (In Thai: สำหรับขายในราชอาณาจักรไทย) on the lower edge of the back of the cigarette pack?

Refer to the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

If you answered "No", skip to Section E13.

E10. For Sale in the Kingdom of Thailand- Thai language (other_sale_lang)

Is the statement "For Sale in the Kingdom of Thailand" printed in the Thai language?

Refer to the 'Side' and 'Language' columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

E11. For Sale in the Kingdom of Thailand- 10 pt. font (other_sale_font)

Is the statement "For Sale in the Kingdom of Thailand" printed in 10 point font or larger?

- (1) Yes
- (0) No

E12. For Sale in the Kingdom of Thailand- statement color (other_sale_clr)

Does the statement "For Sale in the Kingdom of Thailand" fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

- (1) Yes
- (0) No

E13. Misleading descriptors (misleading_descriptors)

Fill out the table below and place an “x” next to all words or statements appearing on the pack, indicating which language the word or statement appears in.

Exclude words or statements that are included in the brand name but make a note in the “General notes” section.

Refer to the translation spreadsheet to answer this question.

Words or Statements	Appears in Thai	Appears in English	Appears in Other Language
Mild (md_mild)			
Medium (md_medium)			
Light (md_light)			
Ultra-light (md_ultralight)			
Low tar (md_lowtar)			
Cool (md_cool)			
Ice (md_ice)			
Frost (md_frost)			
Crisp (md_crisp)			
Fresh (md_fresh)			
Mint (md_mint)			
Mellow (md_mellow)			
Rich (md_rich)			
Aromatic (md_aromatic)			
Special aroma (md_specialaroma)			
Smooth (md_smooth)			
Natural (md_natural)			
Special (md_special)			
Genuine (md_genuine)			
Luminous (md_luminous)			
Extra (md_extra)			
Premium (md_premium)			
Quality (md_quality)			
Select (md_quality)			
None of the above (md_noneoftheabove)			

Answer questions in Sections F-J if the primary package was contained in a larger package. Refer to the larger package to answer the questions.

Section F: Front of Larger Pack

F1. Presence of warning (lrg_front_warn_presence)

Is there a health warning label on the front of the pack?

- (1) Yes
- (0) No

If “No”, skip to Section G.

F2. Warning content (lrg_front_warn_content)

Using the Appendix, indicate the number of the health warning that appears on the package. If there is no warning that matches the warning on the pack select “No match”.

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

F3. Location of warning (lrg_front_warn_loc)

Is the health warning label located at the top AND left edge of the package?

- (1) Yes
- (0) No

F4. Coverage of warning (lrg_front_warn_coverage)

Does the health warning label cover the entire upper surface of the cigarette package?

- (1) Yes
- (0) No

F5. Language of warning (lrg_front_warn_lang)

Is the health warning label written in Thai?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

F6. Size and positioning of lettering in HWL (lrg_front_warn_lettering)

Are the size and positioning of the lettering in the health warning label the same as they appear in the Appendix?

- (1) Yes
- (0) No

F7. HWL content (lrg_front_warn_samecontent)

Is the content of the warning statement in the health warning label the same as it appears in the Appendix?

- (1) Yes
- (0) No

F8. HWL images (lrg_front_warn_img)

Is the image included in the health warning label the same as it appears in the Appendix?

- (1) Yes
- (0) No

Refer to “Measurement” in Section A for instructions on how to measure packs and enter measurements.

F9. Health warning label height (lrg_front_warn_height)

Enter the height (cm) of the health warning label. _____

F10. Health warning label width (lrg_front_warn_width)

Enter the width (cm) of the health warning label. _____

F11. Height (lrg_front_height)

Enter the height (cm) of the front panel of the pack. _____

F12. Width (lrg_front_width)

Enter the width (cm) of the front panel of the pack. _____

F13. Percentage of front of pack covered by warning (lrg_front_warn_percent)

Using the measurements above, the percentage of area of the front panel of the pack covered by the health warning label will be calculated automatically. _____

Section G: Back of the Larger Pack

G1. Presence of warning (lrg_back_warn_presence)

Is there a health warning label on the back of the pack?

- (1) Yes
- (0) No

If “No”, skip to Section H.

G2. Warning content (lrg_back_warn_content)

Using the Appendix, indicate the number of the health warning that appears on the package. If there is no warning that matches the warning on the pack select “No match”.

	11 (11)	12 (12)	13 (13)	14 (14)	15 (15)	16 (16)	17 (17)	18 (18)	19 (19)	20 (20)	No Match (99)
Warning content											

G3. Location of warning (lrg_back_warn_loc)

Is the health warning label located at the top AND left edge of the package?

- (1) Yes
- (0) No

G4. Coverage of warning (lrg_back_warn_coverage)

Does the health warning label cover the entire upper surface of the cigarette package?

- (1) Yes
- (0) No

G5. Language of warning (lrg_back_warn_lang)

Is the health warning label written in Thai?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

G6. Size and positioning of lettering in HWL (lrg_back_warn_lettering)

Are the size and positioning of the lettering in the health warning label the same as they appear in the Appendix?

- (1) Yes
- (0) No

G7. HWL content (lrg_back_warn_samecontent)

Is the content of the warning statement in the health warning label the same as it appears in the Appendix?

- (1) Yes
- (0) No

G8. HWL images (lrg_back_warn_img)

Is the image included in the health warning label the same as it appears in the Appendix?

- (1) Yes
- (0) No

Refer to “Measurement” in Section A for instructions on how to measure packs and enter measurements.

G9. Health warning label height (lrg_back_warn_height)

Enter the height (cm) of the health warning label. _____

G10. Health warning label width (lrg_back_warn_width)

Enter the width (cm) of the health warning label. _____

G11. Height (lrg_back_height)

Enter the height (cm) of the back panel of the pack. _____

G12. Width (lrg_back_width)

Enter the width (cm) of the back panel of the pack. _____

G13. Percentage of back of pack covered by warning (lrg_back_warn_percent)

Using the measurements above, the percentage of area of the back panel of the pack covered by the health warning label will be calculated automatically. _____

Section H: Right Side Panel of the Larger Pack

H1. Warning presence (lrg_sideR_warn_presence)

Is there a health warning label on the RIGHT SIDE panel of the pack?

- (1) Yes
- (0) No

If “No”, skip to section I.

H2. Side of pack warning content (lrg_sideR_warn_content)

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the side panel text found on the pack. If there is no text that matches the text on the side of the pack select “No match” for the appropriate question.

Refer to the translation spreadsheet to answer this question.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	No match (99)
Side Panel Text											

If you selected “No match” above, skip to section I.

H3. Label in Thai (lrg_sideR_warn_lang)

Is the warning label on the right side panel of the pack in Thai?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

H4. White characters (lrg_sideR_warn_itrclr)

Are the characters of the warning label printed in white?

- (1) Yes
- (0) No

H5. Black background (lrg_sideR_warn_bckgrndclr)

Are the characters of the warning label printed on a black background?

- (1) Yes
- (0) No

H6. Size and positioning of lettering in HWL (lrg_sideR_warn_lettering)

Are the size and positioning of the lettering in the warning label the same as they appear in the Appendix?

- (1) Yes
- (0) No

Measurement

- Refer to “Measurement” in Section A for instructions on how to measure packs and enter measurements.
- In cases where the date of manufacture of the pack is not distinct and separate from the health warning area like the example below, measure only the area that includes the health warning label text. Refer to Image 4 for an example.

H7. Warning height (lrg_sideR_warn_height)

Enter the height (cm) of the warning on the right side panel of the pack. _____

H8. Warning width (lrg_sideR_warn_width)

Enter the width (cm) of the warning on the right side panel of the pack. _____

H9. Height (lrg_sideR_height)

Enter the height (cm) of the right side panel of the pack. _____

H10. Width (lrg_sideR_width)

Enter the width (cm) of the right side panel of the pack. _____

H11. Percent covered by warning (lrg_sideR_warn_percent)

Using the measurements above, the percentage of area of the right side panel of the pack covered by the health warning will be calculated automatically. _____

Section I: Left Side Panel of the Larger Pack

I1. Warning presence (lrg_sideL_warn_presence)

Is there a health warning label on the LEFT SIDE panel of the pack?

- (1) Yes
- (0) No

If “No”, skip to section E.

I2. Side of pack warning content (lrg_sideL_warn_content)

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the side panel text found on the pack. If there is no text that matches the text on the side of the pack select “No match” for the appropriate question.

Refer to the translation spreadsheet to answer this question.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)	No match (99)
Side Panel Text											

If you selected “No match” above, skip to section J.

I3. Label in Thai (lrg_sideL_warn_lang)

Is the warning label on the left side panel of the pack in Thai?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

I4. White characters (lrg_sideL_warn_itrclr)

Are the characters of the warning label printed in white?

- (1) Yes
- (0) No

I5. Black background (lrg_sideL_warn_bckgrndclr)

Are the characters of the warning label printed on a black background?

- (1) Yes
- (0) No

I6. Size and positioning of lettering in HWL (lrg_sideL_warn_lettering)

Are the size and positioning of the lettering in the warning label the same as they appear in the Appendix?

- (1) Yes
- (0) No

Measurement

- Refer to “Measurement” in Section A for instructions on how to measure packs and enter measurements.
- In cases where the date of manufacture of the pack is not distinct and separate from the health warning area like the example below, measure only the area that includes the health warning label text. Refer to Image 4 for an example.

I7. Warning height (lrg_sideL_warn_height)

Enter the height (cm) of the warning on the left side panel of the pack. _____

I8. Warning width (lrg_sideL_warn_width)

Enter the width (cm) of the warning on the left side panel of the pack. _____

I9. Height (lrg_sideL_height)

Enter the height (cm) of the left side panel of the pack. _____

I10. Width (lrg_sideL_width)

Enter the width (cm) of the left side panel of the pack. _____

I11. Percent covered by warning (lrg_sideL_warn_percent)

Using the measurements above, the percentage of area of the left side panel of the pack covered by the health warning will be calculated automatically. _____

Section J: Other Requirements- Larger Package

J1. Date of Manufacture (lrg_other_manu_presence)

Is there a display of the date of manufacture on one of the sides of the cigarette pack, exclusive of the area designated for the notice of toxic or carcinogenic substances?

Refer to the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

If you answered “No” skip to J5.

J2. Date of Manufacture- Thai language (lrg_other_manu_lang)

Is the date of manufacture printed in the Thai language?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

- (1) Yes
- (0) No

J3. Date of Manufacture- 10 pt. font (lrg_other_manu_font)

Is the date of manufacture printed in 10 point font or larger?

- (1) Yes
- (0) No

J4. Date of Manufacture- statement color (lrg_other_manu_clr)

Does the date of manufacture fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

(1) Yes

(0) No

J5. Origin of cigarettes (lrg_other_origin_presence)

Which of the following is displayed adjacent to the lower front edge of the cigarette pack?

Refer to the translation spreadsheet to answer this question.

- (1) Manufactured in the Kingdom of Thailand (In Thai: ผลิตขึ้นภายในราชอาณาจักรไทย)
- (2) Manufactured in (other country)
- (0) None of the above

If you answered “None of the above”, skip to J9.

J6. Origin of cigarettes- Thai language (lrg_other_origin_lang)

Is the statement on origin of cigarettes printed in the Thai language?

Refer to the ‘Side’ and ‘Language’ columns of the translation spreadsheet to answer this question.

(1) Yes

(0) No

J7. Origin of cigarettes- 10 pt. font (lrg_other_origin_font)

Is the statement on the origin of cigarettes printed in 10 point font or larger?

(1) Yes

(0) No

J8. Origin of cigarettes- statement color (lrg_other_origin_clr)

Does the statement on the origin of cigarettes fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

(1) Yes

(0) No

J9. For Sale in the Kingdom of Thailand (lrg_other_sale_presence)

Is there a display of the statement, "For Sale in the Kingdom of Thailand" (In Thai: สำหรับขายในราชอาณาจักรไทย) on the lower edge of the back of cigarette pack?

Refer to the translation spreadsheet to answer this question.

(1) Yes

(0) No

If you answered "No", skip to Section J13.

J10. For Sale in the Kingdom of Thailand- Thai language (lrg_other_sale_lang)

Is the statement "For Sale in the Kingdom of Thailand" printed in the Thai language?

Refer to the 'Side' and 'Language' columns of the translation spreadsheet to answer this question.

(1) Yes

(0) No

J11. For Sale in the Kingdom of Thailand- 10 pt. font (lrg_other_sale_font)

Is the statement "For Sale in the Kingdom of Thailand" printed in 10 point font or larger?

(1) Yes

(0) No

J12. For Sale in the Kingdom of Thailand- statement color (lrg_other_sale_clr)

Does the statement “For Sale in the Kingdom of Thailand” fulfill any of the following requirements?

- Is printed in black on a white background with a black border; OR
- Is printed in white on a black background (no border needed)

(1) Yes

(0) No

J13. Misleading descriptors (lrg_misleading_descriptors)

Fill out the table below and place an “x” next to all words or statements appearing on the pack and indicate which language the word or statement appears in.

Exclude words or statements that are included in the brand name but make a note in the “General notes” section.

Words or Statements	Appears in Thai	Appears in English	Appears in Other Language
Mild (md_mild)			
Medium (md_medium)			
Light (md_light)			
Ultra-light (md_ultralight)			
Low tar (md_lowtar)			
Cool (md_cool)			
Ice (md_ice)			
Frost (md_frost)			
Crisp (md_crisp)			
Fresh (md_fresh)			
Mint (md_mint)			
Mellow (md_mellow)			
Rich (md_rich)			
Aromatic (md_aromatic)			
Special aroma (md_specialaroma)			
Smooth (md_smooth)			
Natural (md_natural)			
Special (md_special)			
Genuine (md_genuine)			
Luminous (md_luminous)			
Extra (md_extra)			
Premium (md_premium)			
Quality (md_quality)			

Select (md_quality)			
None of the above (md_noneoftheabove)			

Section K: Topics for Further Discussion and Notes

K1. Further discussion (further_discussion)

Is there any aspect of this pack that needs further discussion?

(1) Yes

(0) No

K2. Notes on further discussion (further_discussion1)

K3. General notes (general_notes)

Note any items of interest about the pack.
