



**LABELXPO**  
CONFERENCE



**Cannabis Labels & Packaging: A Case Study**

**September 11, 2024**

**By: Barbara Fox, CEO**





Cultivate

PREMIER

PANNA

Cultivate

bLVD

GOLD LEAF  
PREMIUM CANNABIS

PANNA

Jumbados  
MEGA  
THC

PROMESCENT  
Men's Multi  
Daily Vitamin  
Essentials

LEVEL X  
PREMIUM CANNABIS

CANNABIS FLOWER

GREEN  
WATER CANNABIS

# How to Create Compelling and Compliant Packaging

- Compliance varies state by state. It is important for companies to be able to comply with the latest warning messages and their branding must with state rules and regulations.





# Cannabis Packaging Do's and Don'ts

## The “Don'ts”

- Cartoons, realistic fruit images.
- Anything that can attract children.
- Any type of packaging inspired by real food brands
- No Marijuana leaf symbols
- Real life character or character/people from other forms of media.



# Cannabis Packaging Do's and Don'ts

## What to do!

- Create branding that stands out.
- Selecting and designing packaging that aligns with quality of the product and its value.
  - Taking advantage of various types of materials and printing methods.
- Labels and Packaging should have a visual impact.
- Design packaging that engages with consumer
  - Reusable, allows them to access social media or your website to develop brand loyalty





# What We Are Doing to Create Packaging for Our Clients That Stands Out



- Variable Data Printing
- Security Films
- Sustainability



# How to Create Compelling and Compliant Packaging

- The cannabis industry quantities vary compared to other industries where they have larger runs
  - Cannabis is grown and sold in smaller batches and the way those batches have to be labeled can vary state by state.
- Packaging manufacturers and Printers must be able to accommodate their businesses to take on smaller runs per job, but the volume over a period of time does not vary much compared to other industries.

# What to Think About When Designing Packaging

- Most companies don't have any automation processes implemented in their packaging departments.
- It's up to us as manufacturers, to help them implement all the requirements into minimal packages and labels as possible.
- Many cannabis brands are dealing with tight budgets, so being able to do low cost packaging is crucial.



# The Expanding Market

- Currently the DEA's decision on rescheduling cannabis to a Schedule III Substance will not occur until after the presidential election.
- If legislation does or does not pass, we can still expect every state to set the rules and regulations.
- If the legislation does pass, we can expect the FDA to hopefully set Universal standards for packaging and compliance.

# The Expanding Market

- The rescheduling of cannabis will pave the way for increased investment in the industry, boosting profitability for companies. This, in turn, will lead to greater opportunities for innovation in packaging and labeling, driving up profit margins and enhancing overall market growth.
- This will also lead to Interstate Commerce of Cannabis





# Product Safety and Regulatory Requirements

- Every state's laws varies completely of what is compliant packaging.
  - Child Resistant and Opaque Packaging
    - Child Resistance certifications
      - ASTM and CPSC
    - Certificates of Conformity
    - Material Specifications List/ Food Grade Safe
    - GMP Certifications
- Sometimes the regulations state's establish don't allow for brands to have creative branding (ie: Canada)









# Regulatory Requirements



# Regulatory Requirements

- If packaging does not meet your state's requirements, then a company cannot sell their products. This applies to nearly every industry.
- Test Results, QR Code, Inventory Barcodes, and other license information must be printed.
  - Every state requires different information to be printed, so it is important to know what that information is to make sure packaging can fit all the necessary information

## BLUE TANG COOKIES

<b>33.00%</b>	<b>1.95%</b>	<b>0.00%</b>
<b>THC</b>	<b>CBGa</b>	<b>CBD</b>
$\alpha$ -Pinene:		11.56 mg/g
$\beta$ -Pinene:		4.71 mg/g
$\beta$ -Myrcene:		3.82 mg/g
<b>Batch:</b>		600
<b>Lot:</b>		BTC6719
<b>Harvest Date:</b>		02/20/2024
<b>Final Test Date:</b>		04/12/2024
<b>Packaged On:</b>		06/27/2024

THIS PRODUCT CONTAINS  CANNABIS.  
KEEP OUT OF REACH OF CHILDREN.  
PRODUCED BY: NEVADA MEDICAL  
GROUP, LLC  
P044: 82120463387641172380 /  
RP044: 20833618692863727137



# Sustainable Packaging

- Out of the 24 states with recreational cannabis, only two—New Mexico and New York—mandate sustainable packaging requirements. Both states have implemented a 25% post-consumer recycled (PCR) content requirement for all types of packaging.
- Historically, sustainable packaging has been cost-prohibitive for many companies, making the switch challenging. However, advances in science and technology have led to the development of new, more affordable sustainable materials. These innovations are helping to reduce costs and increase accessibility.
- It's essential for sustainable packaging to not only be environmentally friendly but also effective in preserving the freshness of cannabis. Given the product's sensitivity to environmental conditions, sustainable materials must be capable of maintaining the quality and integrity of the cannabis despite varying climate changes.

# ECO IMPACT

## Research and Development

We spent 8 years researching what sustainability really means and what is truly sustainable versus a temporary solution.

## Worldwide Sourcing

We have partnered with manufacturers in Europe, Asia, and the United States to create the perfect sustainable product for your company's needs.

## Product Testing

After we felt we had developed the perfect sustainable material designed for the Cannabis Industry; we obtained all of our certifications ASTM: D6987, ASTM: D5338, ASTM: D3475, CPSC certified for Non Toxic and Child Resistant.

## Sustainable Product Results

We have proven results of quality and sustainability while maintaining your brands integrity











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