Smart solutions for every requirement on your product

Ingredients, allergens, warnings, directions for use and several languages. On-pack requirements grow every year, but the package does not get any bigger. With a multi-page label you can fit many times more text, and the design and look of your package stay exactly as before.

1 The requirements for on-pack text are growing

It is no longer just about the INCI list. New EU rules require more text, larger text or more languages.

31 JULY 2026
Cosmetics
The number of fragrance allergens that must be listed on the label increases from 26 to more than 80. New products now, all products from 31 July 2028.
Source: (EU) 2023/1545

1 JULY 2026
Chemicals (CLP)
Fold-out labels are now an accepted solution for all products. Requirements for a minimum text size are on the way.
Source: (EU) 2024/2865

27 SEPT 2026
Environmental claims
Generic claims such as "eco-friendly" are banned unless they can be substantiated. The claim needs to be explained.
Source: (EU) 2024/825

BY 2028
Packaging (PPWR)
A common EU label will show what materials the packaging is made of, so that it is sorted correctly.
Source: (EU) 2025/40

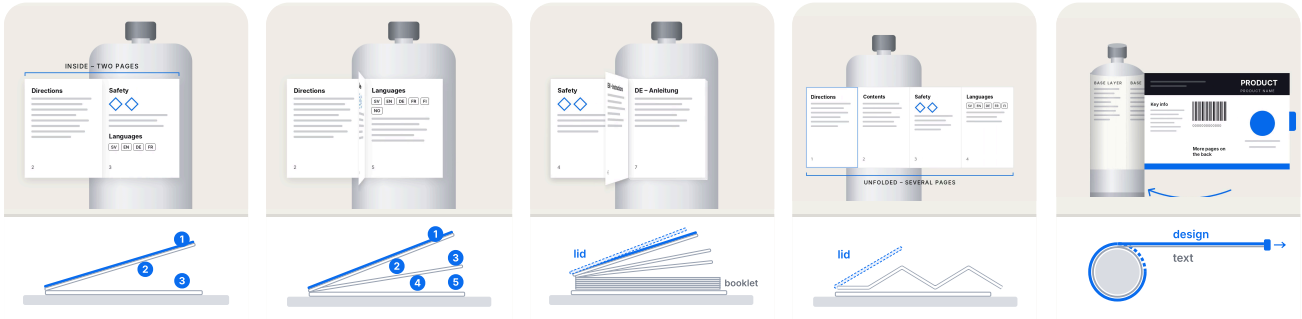
2029
Detergents and cleaning products
Dosage, allergens and safety information must appear on the package itself, even when other information may be digital.
Source: (EU) 2026/405

ALREADY NOW
Food, drink and more languages
Lowercase letters in food labelling must be at least 1.2 mm high. Wine must list ingredients and nutrition. Selling across the Nordics takes four or five languages.
Source: (EU) 1169/2011, (EU) 2021/2117

Dates reflect the situation in November 2026. Some requirements may change. Always check what applies to your specific product.

2 Five ways to fit more

All of them take up the same space as an ordinary label. Double, triple and folder labels are in most cases applied like ordinary labels, and the roller label works in the many applicators that can rotate the package.



3 SURFACES
Double label (duo)
A flap folds open like a book page, with two more pages underneath.

5 SURFACES
Triple label
Two flaps on top of each other, e.g. one surface per language.

MANY PAGES
Booklet label
A booklet under a transparent lid. Leafed through like a book.

FOLD-OUT LEAFLET
Zig-zag label
A leaflet under a lid that unfolds sideways, printed on both sides.

UNROLLS
Roller label
Wraps around the package and unrolls. The back holds several pages.

FIG. 1 Top: the label opened. Below: how it is built, seen from the side (the roller label seen from above). The numbers show the printed surfaces. When closed, each label looks like an ordinary label.

3 How much more text can you fit?

Example: a 100 × 50 mm label where the design takes up 60% of the front, leaving 20 cm² for text. On a multi-page label, the extra surfaces are used entirely for text. With lowercase letters 1.2 mm high, which is the minimum for food labelling and roughly equals 6–7 point text, about 30 characters fit per cm².

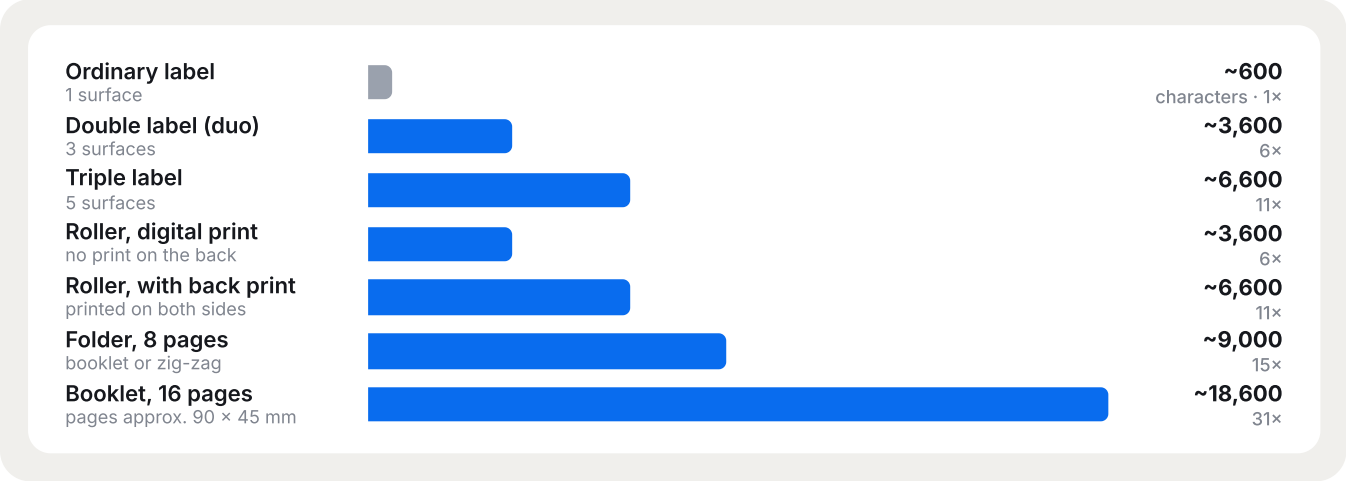


FIG. 2 Approximate number of characters at the minimum text size for food labelling (lowercase letters 1.2 mm high), without changing the design on the front. Assumptions: the design takes up 60% of the front, the roller label is twice as long as the visible surface and has a printed base layer, booklet and zig-zag pages are approx. 90 × 45 mm. The actual number depends on typeface, line spacing, margins and symbols.

4 Which label suits you?

TYPE	A GOOD FIT WHEN YOU NEED	EXAMPLES
Double (duo)	A little more space, for example a full INCI list or a second language	Skincare, food supplements, wine
Triple	A separate surface for each language or for warnings	Cleaning products, chemical-technical products
Roller	Lots of text on round packages. Without back print it can be printed digitally in short runs.	Product families with many variants
Booklet	Really a lot of text: directions, many languages, safety information	Chemicals, plant protection, medical devices
Zig-zag	Lots of text that should be readable at a glance, without leafing through	Directions for use, dosage charts

5 Smaller text or a bigger package? You need neither

The text cannot be made smaller, because both regulations and legibility set a limit. The package can rarely be made bigger, because that requires new tooling and changes how the product looks. With a multi-page label we can still fit **almost any text you could need**, and the design stays the same. And with a digitally printed roller label without back print, **short runs and many variants** work well too.

Our recommendation

- Review which **requirements are coming in the next two years** for your product category and markets.
- Work out how much text you need, and add room for **more languages and new requirements**.
- Send us your current label and **we will suggest the right multi-page label** and make a sample. **Contact us** at info@airlabels.com.

The examples are approximate. The images are illustrations. The regulatory overview does not replace legal advice.