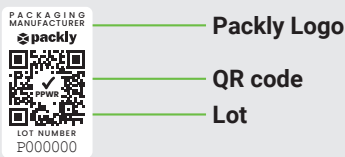


When to use the QR code

Regulation (EU) 2025/40 (PPWR) requires that packaging bears a batch number or other identifying element, as well as the manufacturer's name (or registered trademark) and address.

If the packaging is purchased by a micro-enterprise based in Italy or by private individuals with a billing address in Europe, Packly takes on the role of manufacturer of the packaging. Packly uses a badge with a QR code to make this information available (brand, address, contact details).

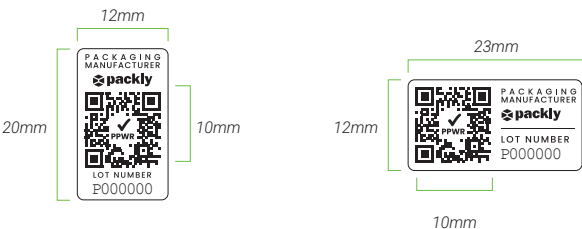
Technical requirements: managing files correctly



The badge you download contains the QR code, company logo and a batch placeholder (format: p000000), which Packly automatically replaces with the correct number during print file validation.

Important: the badge must be positioned in a clearly visible area and must be in vector format. If you use software that converts vector elements to raster (e.g. Photoshop), automatic batch replacement cannot be carried out. If you have any doubts, contact our team before ordering to ensure you manage the file correctly.

Minimum size



Clear area

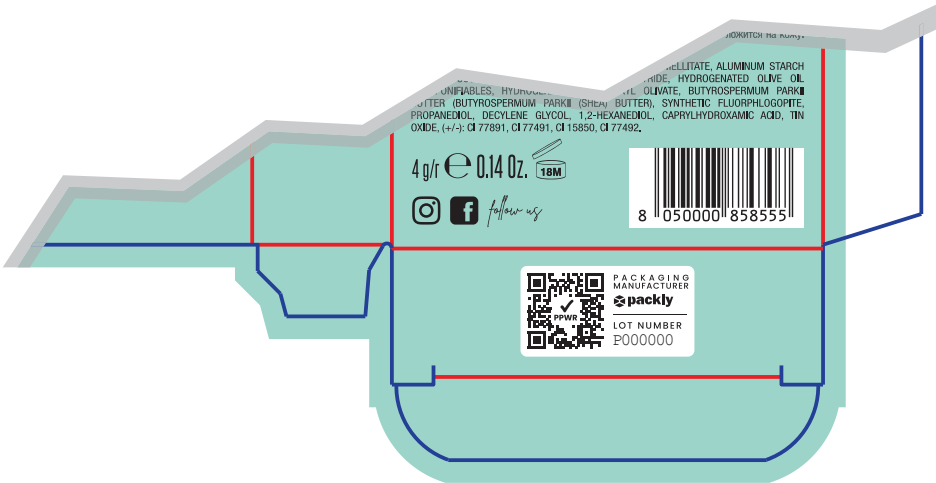


Mantenere libera quest'area da qualsiasi elemento grafico, testo o altro contenuto per garantire la corretta visibilità del bollino.

Versions



Application example



Print and Colour

C = 0
M = 0
Y = 0
K = 100

The badge, consisting of QR code, company logo and batch number, is always printed in black K100 to ensure maximum readability, regardless of the artwork colours.

The badge with Packly's coloured logo is printed in colour, perfectly maintaining the readability of the QR code.

Exception: for tissue paper, the badge will be printed with the Pantone selected for your project customisation.

Alternative to the QR code

As an alternative to using the QR code, the manufacturer's information may be provided in full, in a clear, legible and visible manner when the box is closed.

Insert the following text in the version you prefer:

- A** PPWR - Packaging produced by Packly Pringraf srl
Via Amerigo Vespucci 14 - 86020 Campochiaro (CB)
support@pack.ly - Lot n. p000000
- B** PPWR - Packaging produced by Packly Pringraf srl
Via Amerigo Vespucci 14 - 86020 Campochiaro (CB)
support@pack.ly - Lot n. p000000
- C** PPWR - Packaging produced by Packly Pringraf srl
Via Amerigo Vespucci 14 - 86020 Campochiaro (CB) - support@pack.ly - Lot n. p000000
- D** PPWR - Packaging produced by Packly Pringraf srl
Via Amerigo Vespucci 14 - 86020 Campochiaro (CB) - support@pack.ly - Lot n. p000000
- E** PPWR - Packaging produced by Packly Pringraf srl Via Amerigo Vespucci 14 - 86020 Campochiaro (CB) - support@pack.ly - Lot n. p000000