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## Tobacco Plain Packaging Transition Period

### Fact Sheet      What does this mean?

### Plain Packaging is effective in store from Dec 1<sup>st</sup> 2012

With plain packaging legislation coming into effect for all retailers on the 1st December, retailers will need to manage their stock carefully to ensure that they comply with this legislation and are not left with unsaleable product.

This means that all branded stock must be sold through prior to this date, and retailers should be reviewing their inventory carefully leading up to this, particularly their slower selling variants to achieve this. Patterson Road Wholesales will assist you in this process.

**It is your responsibility to ensure you are compliant by 1<sup>st</sup> of December 2012.**

#### Key dates

**1st of October 2012** – All tobacco products manufactured in Australia must comply with the new regulations by this date.

**1st of December 2012** – All tobacco products must be sold in plain packaging from this date.

Patterson Road Wholesalers has been in touch with **PML, BATA and IMPERIAL** to discuss how they will be assisting retailers with their inventory management over this period. We will update you in early November with this process.

**In the meantime, it's important you are only buying enough stock to get by 1 week at a time. New plain packaging stock will be coming through each week, with all stock coming in new plain packaging by early November 2012.**

In the meantime if you have further questions about your tobacco supplies please contact us.

Regards,  
Gerard and Ellen Munday  
Patterson Road Wholesalers