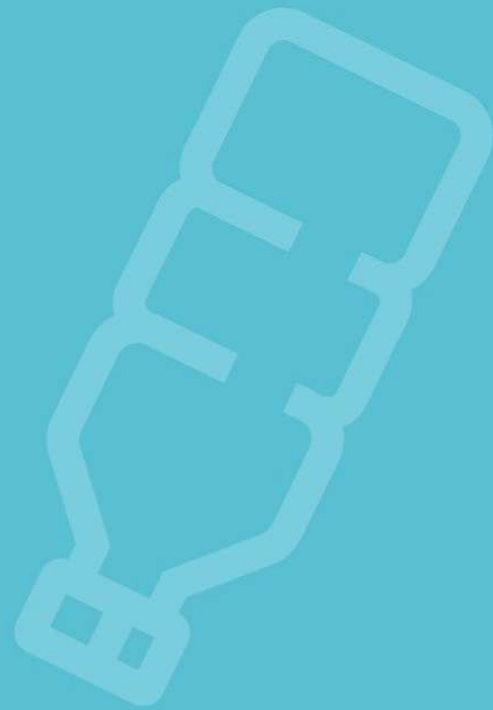


**SDR
PORTUGAL**



DRS TECHNICAL SPECIFICATIONS- **PACKAGING LABELLING**

RULES FOR LABELLING

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Introduction

The containers covered by SDR are identified through barcode marking and the SDR symbol. This information allows for the recognition of the containers by consumers, at collection points and at counting centers, for the purpose of deposit refund. Regarding automatic reception machines, barcode recognition and other identification elements associated with the barcode are foreseen.

All packages placed on the market must be individually marked, even when marketed exclusively in multipack formats. Thus, the marking obligation applies individually to each unit and must be presented either through label printing or direct printing.

In exceptional cases, subject to prior registration and authorization by SDR Portugal, secondary marking through stickers may be used, following the rules defined in this document.

Labels and stickers must have appropriate quality and resistance to withstand damage that would prevent proper readability until the empty packaging is returned, ensuring the deposit refund process for consumers.

For a better understanding of this document, it is recommended to consult the “[SDR Glossary](#)”, available at [SDRPortugal.pt](#), which contains definitions of technical terms as well as abbreviations and acronyms used throughout the text.

1. DRS Symbol



For marking the packages managed by SDR Portugal, the logo is used in its secondary or “technical” version without description, briefly referred to as Volta symbol.

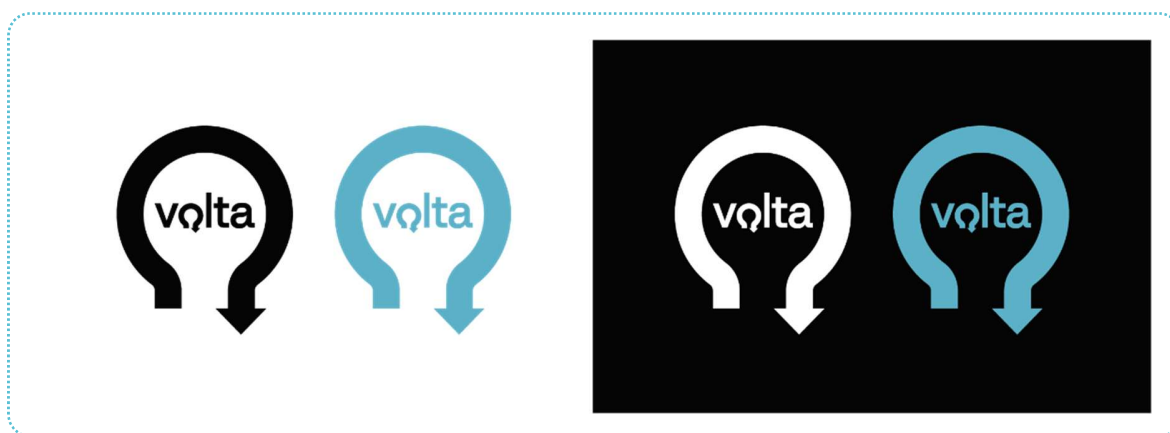


Figure 1 –Volta symbol

The licence to use the Volta symbol is only granted for the marking of packaging covered by the DRS, under the terms contractually established between each packer and SDR Portugal.

The use of the Volta symbol on export packaging is strongly discouraged due to the increased risk of fraud.

Exceptionally, packers who choose to use the Volta symbol on imported or export packaging may sign a specific contract with SDR Portugal, paying the financial fee and deposit value applicable to the packaging placed on the Portuguese market. If the number of containers collected exceeds the number of containers declared, importers and exporters are also obliged to pay compensation to SDR Portugal in the proportion corresponding to the deviation found, plus a penalty on the value of this compensation. The contract to be concluded may require the provision of security to guarantee the proper collection of this compensation and the respective penalties.

The use of the Volta symbol must comply with the 'Graphic Standards' document available at [SDRPortugal.pt](https://sdrportugal.pt).

Without prejudice to full compliance with the detailed rules for the use of the Volta symbol, the main criteria to be respected are highlighted below.

a) Dimensions

The minimum allowed size is 8 mm, and the recommended size is 10 mm.

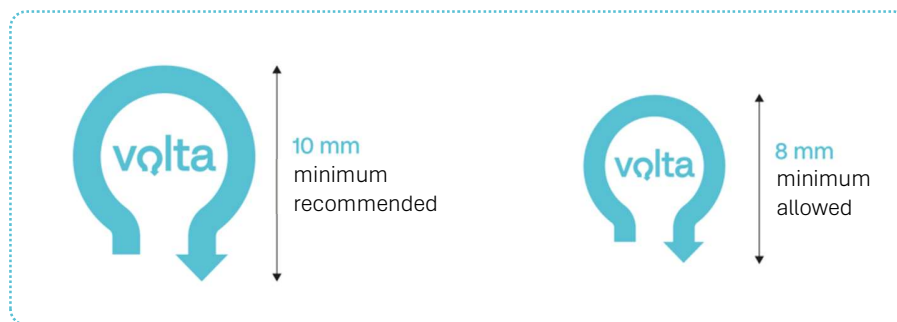


Figure 2 – Dimensions for Volta symbol

b) Position

The symbol must be positioned within the barcode's visual field and ensure alignment between the symbol and the barcode, as illustrated in the provided examples.



Figure 3 – Alternative proposals for representing the symbol Volta in the visual field of the barcode with vertical printing



Figure 4 – Alternative proposals for representing the symbol Volta in the visual field of the barcode with horizontal printing



Figure 5 – Illustrative examples of the representation of the symbol Volta in the visual field of the barcode on cans and bottles

c) Colors and Contrast

Preferably, printing should be black on a white background, but other combinations may be used as long as they ensure sufficient contrast and readability of the symbol Volta.



Figure 6 – Examples for using the Volta[®] symbol on coloured backgrounds

d) Coexistence with Other Markings and Packaging Management Symbols

It is not recommended to use images, symbols, or messages that might confuse consumers regarding the correct disposal of empty packages.

Exceptionally, it is permitted to include other marking used in foreign markets, provided that the representation conveys a clear message to Portuguese consumers regarding the correct disposal of empty packaging through the Portuguese SDR system.

The Volta symbol must always be represented at a size no smaller than other concurrent symbols.

On the other hand, in the case of international codes, it is permitted to associate the country code or acronym with the specific symbols of each market, in "superimposed or above the line," in order to facilitate their recognition by consumers in the respective country, as shown in the example associated with the Volta symbol in the image below.

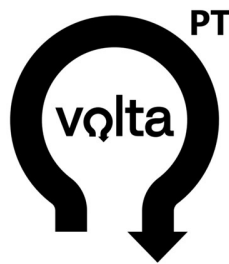


Figure 7 – Example of application of the country code or acronym to the Volta symbol

e) Supplementary claims

Information regarding participation in the SDR scheme can be reinforced by using the supplementary claim based on the popular expression "**V de Volta**" (V for Return).

The application of this expression on packaging, a short phrase that includes the brand name 'Volta', aims to help consumers associate the packaging with the obligation to 'return', using the brand's tone in a more direct, light-hearted and uncomplicated way.

The use of the '**V de Volta**' claim is voluntary.

Below are examples of the application of the claim '**V de Volta**' on bottle and can labels.



Figure 8 – Example of application of the claim “This bottle has a ‘V for Return’”



Figura 9 – Example of application of the claim “This can has a ‘V for Return’”



2. Barcode

Packages covered by SDR must be marked with new barcodes to prevent fraud risks. Are consider new barcodes those that have not been associated with articles placed on the market previously.

Exceptionally, for reasons of seasonality or volume, packers who intend to use pre-existing barcodes, may sign a specific contract with SDR Portugal, paying the financial fee and deposit value applicable to packaging marked with pre-existing barcodes. If the number of containers collected exceeds the number of containers declared, packers are obliged to pay compensation to SDR Portugal in the proportion corresponding to the deviation found, plus a penalty on the amount of this compensation. The contract to be concluded may require the provision of security to guarantee the proper collection of this compensation and the respective penalties.

Barcode formats EAN (EAN-8 or EAN-13) or UPC (UPC-A or UPC-E) registered through the GS1¹²³ system are accepted.

The barcode must comply with the specifications and standards established by GS1 and meet ISO/IEC 15420 standards, particularly regarding print quality (ISO/IEC 15416).

The adoption of bi-dimensional codes (GS1 Data Matrix and GS1 QR Code) that comply with the standards defined in the by GS1⁴ system is permitted, but does not dispense with barcode marking.

Without prejudice to consulting the GS1 User's Manual⁵ and other related documents, the following are general criteria to be met to ensure correct recognition of barcodes on RVMs and Package Counting Machines.

a) Orientation and Position

The barcode should be printed vertically, meaning as a "ladder" with bars parallel to the packaging base.

Alternatively, horizontal printing is allowed if tests on RVMs and packaging counting machines confirm proper readability.

The barcode must be placed in a central part of the packaging body, with as flat a surface as possible, avoiding curvature near the bottom or top edges, as well as edges, grooves and undulations that could cause distortions in reading.

For bottles, the barcode must be placed on the main label, not on the neck label.

For cans, the barcode must be positioned at least 10 mm from the top and bottom edges of the packaging, preferably vertically.

¹ <https://www.gs1.org/>

² <https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications>

³ <https://gs1pt.org/guias-de-utilizacao/>

⁴ <https://www.gs1.org/industries/retail/2D-barcodes>

⁵ https://gs1pt.org/wp-content/uploads/2024/04/Manual-Utilizador-GS1_2019.pdf



Figure 10 – Illustration of the recommendation for the orientation and position of the barcode on cans and bottles

b) Dimensions

Barcodes must have dimensions corresponding to the nominal size indicated in GS1 standards, and the recommended rules for non-printing areas around the contour must be observed.

When the barcode is printed vertically, a magnitude factor between 80% (factor 0.8) and 120% (factor 1.2) may be applied. However, if the barcode is printed horizontally, the magnitude factor should vary between 80% (factor 0.8) and 100% (factor 1).

Table 1 –Recommended dimensions for EAN-13 e EAN-8 symbols

Magnitude	Dimensions [mm]	UPC-A				UPC-E			
		Width [mm] Includes Quiet zones	Height [mm] Includes numerical translation	Quiet zones [mm]		Width [mm] Includes Quiet zones	Height [mm] Includes numerical translation	Quiet zones [mm]	
				Left	Right			Left	Right
0.80	0,264	29,83	21,81	2,90	1,85	21,38	17,66	1,85	1,85
1.00	0,330	37,29	25,93	3,63	2,31	26,73	21,31	2,31	2,31
1.20	0,396	44,75	30,50	4,36	2,77	32,08	24,96	2,77	2,77

Table 2 – Recommended dimensions for UPC-A e UPC-E symbols

Magnitude	Dimensions [mm]	UPC-A				UPC-E			
		Width [mm] Includes Quiet zones	Height [mm] Includes numerical translation	Quiet zones [mm]		Width [mm] Includes Quiet zones	Height [mm] Includes numerical translation	Quiet zones [mm]	
				Left	Right			Left	Right
0.80	0,264	29,83	23,81	2,37	2,37	21,38	17,66	2,37	1,85
1.00	0,330	37,29	25,93	2,97	2,97	25,93	22,11	2,97	2,31
1.20	0,396	44,75	30,50	3,56	3,56	32,08	29,83	3,56	2,77

c) Colors and Contrast

Barcodes must have high contrast to ensure readability, preferably printed in black on a white background.

Alternative combinations may be accepted if they provide sufficient contrast, but the general rule is to apply dark bars on a light background.

Red tones cannot be used for barcode bars.

The barcode printing area must not be transparent nor metallic.

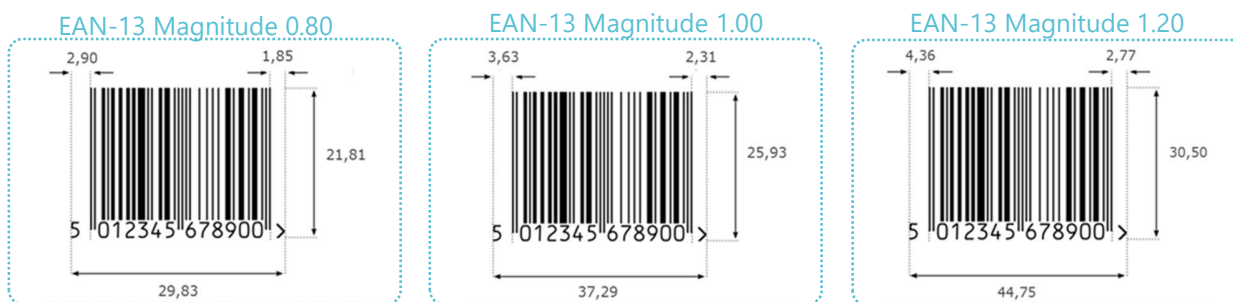


Figure 11 – Dimensions for barcodes EAN-13 ⁶

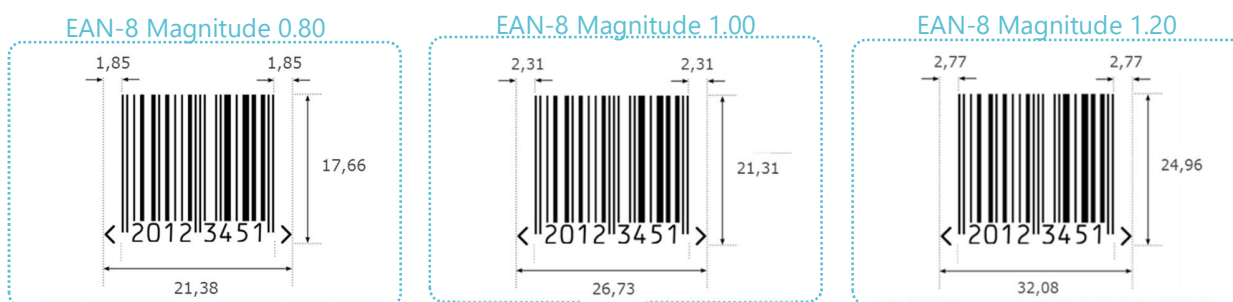


Figure 12 - Dimensions for barcodes EAN-8 ⁶

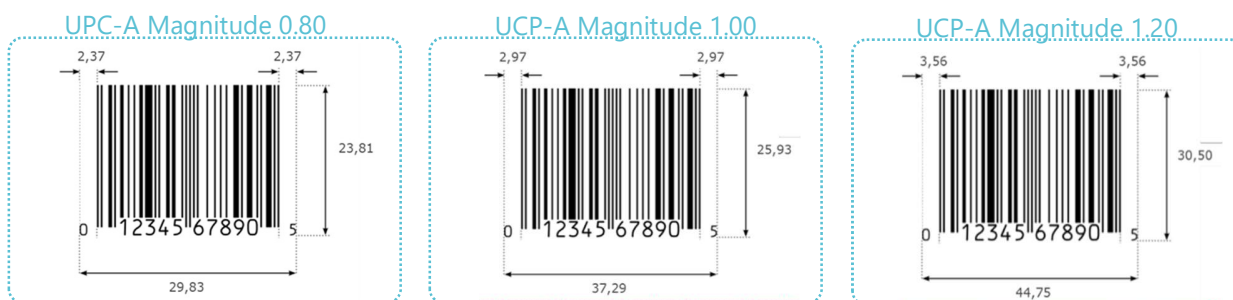


Figure 13 - Dimensions for barcodes UPC-A ⁶

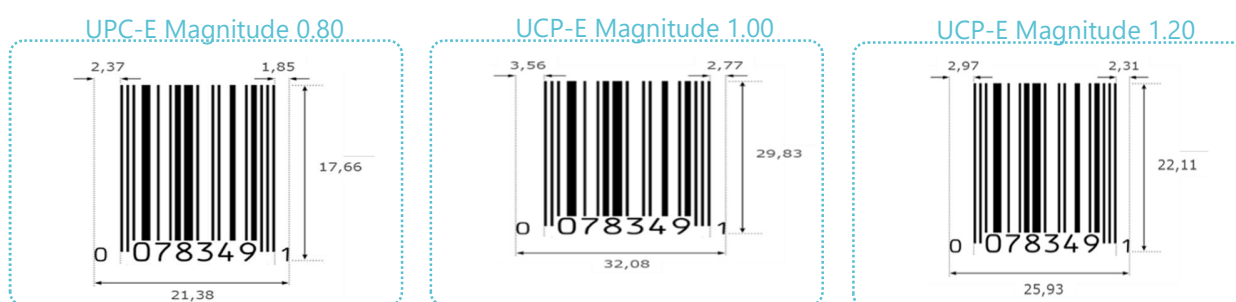


Figure 14 - Dimensions for barcodes UPC-E ⁶

⁶ Source: GS1 Portugal (representation without scale, measures in mm)



3. Secondary Marking with Stickers

When it is not possible for the packer to ensure compliance with the SDR marking rules on the original labelling of the packaging, secondary marking with stickers is permitted.

There are several situations that may require the use of secondary labelling.

Without changing the identification code (GTIN / Barcode):

-  the original label does not have the Volta® symbol printed on it
-  the barcode printout does not comply with the rules required for automatic reading
-  imported products that require mandatory consumer information to be translated into Portuguese.

With change of identification code (GTIN / Barcode):

-  the packer wants to change the 'international' identification code (GTIN / barcode) to a 'specific national' code, exclusive to the portuguese market, in order to reduce the risk of fraud.

Packers wishing to adopt this secondary labelling solution, using stickers, must register with SDR Portugal beforehand and are also obliged to comply with the requirements defined by SDR Portugal. The process of labelling or repacking is the sole responsibility of the packers. Samples of the labelled packages must be submitted for completion of the approval process by SDR Portugal.

It is also the packers' responsibility to ensure that the stickers used are of adequate quality and strength so that they can be read correctly until the empty containers is returned. As these are often semi-automatic or manual labelling processes, it is essential to ensure that they are reproducible, guaranteeing that all the packaging that goes onto the market complies with the approved packaging. Any changes should be registered with SDR Portugal.

a) Stickers Printing

The Volta® symbol and barcode on stickers must comply with all rules applied to the original labelling, with necessary adaptations.

b) Materials

Stickers for secondary marking must be **single-use security labels** that cannot be removed without tearing and cannot be reapplied.

Stickers for secondary marking are subject to compliance with the recyclability criteria applicable to the materials presented in the documents attached to the Packer's Manual "*SDR Technical Specifications – CANS*" and "*Technical Specifications – PET bottles*", available at [SDRPortugal.pt](https://sdrportugal.pt).

c) Types of stickers for secondary marking

Stickers for secondary marking must contain the following information:

a) Stickers Type 1:

-  Volta® Symbol
-  barcode
-  Packer Identification (name and contact).

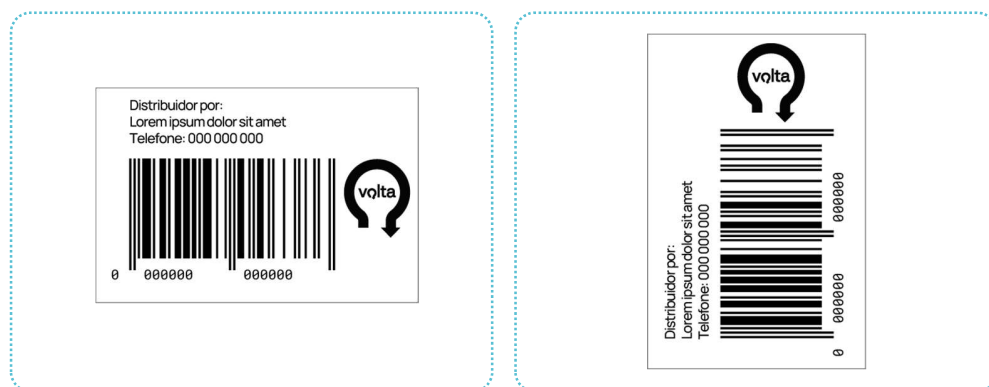


Figure 15 – Examples of Stickers Type 1

b) Stickers Type 2:

-  Volta® Symbol
-  barcode
-  Packer Identification (name and contact);
-  Other mandatory consumer information.



Figure 13 - Examples of Stickers Type 2

Very important notes:

-  In the situations referred to in point b), where the packer intends to change the original barcode to a 'specific national' barcode, **it is compulsory to apply the labels in such a way as to overlay the barcode information on the original label.**
-  The labelling must cover up images or messages that do not apply to the national market and that could confuse the consumer as to whether the packaging is covered by the national SDR.

4. Updates



Any changes to containers formats, materials, or modifications to the symbol Volta® or barcode affecting recognition in RVMs must be registered and approved by SDR Portugal before distribution.

Minor graphical changes that do not affect the deposit symbol, barcode position, contrast or dimensions do not require re-registration.

Graphic changes that do not affect the representation of the deposit symbol or the barcode (i.e. that maintain the position, contrast and dimensions as per the previous registration) and that do not affect the approved labelling material or printing method, do not require updating the registration.

Version history



Version	Date	Summary of changes made
2.0	03/11/2025	Elimination of repetition, in the introduction to points 1 and 2, of information contained in the main document - Packer's Manual - and in the draft Packer's Contract. Correction of inaccuracy regarding reference to GS1 standards. Inclusion of the option for the additional claim "V de Volta" (Returnable). Numbering of chapters.