

# TOBACCO PRODUCTS DIRECTIVE (TPD)

## OVERVIEW

All organisations within the tobacco supply chain must ensure their operations are compliant with the Tobacco Products Directive (TPD) or risk facing financial and economic consequences. This legislation is being implemented to combat illegal tobacco trade and protect public health and state budgets.

The new requirements—which affect the track and trace of cigarettes and roll-your-own tobacco products beginning May 2019 and will include all other tobacco products under the same requirements by 2024—provide significant sales opportunities for Zebra channel partners.

The new TPD requirements include:

- **Security Features:** 2D data carriers (e.g. dot codes and data matrix) will be applied to all unit packets of tobacco placed on the EU market to be scanned as they move through the supply chain (up to the point of sale).
- **Traceability System:** All unit packets must be marked with the unique identifier to aid the traceability of tobacco. Movement information will be transmitted to an independent provider, with all data made accessible to authorities of EU countries.

Zebra is expecting the tobacco industry to release more details about how the directive will be implemented in December 2018.

## A Basic Compliant Solution

2D dot code ID compatible reader equipment is listed as a requirement for tracking tobacco related products. As a response to the legislative requirements, a Basic Compliant Solution would include hardware as follows:

- **TC5X** ([TC51](#) / [TC56](#)) – Full DotCode decode support is offered via both the Imager (SE4710) & Camera (using DataWedge) – available now!
- **MC33XX Brick** ([MC3300](#)) (Camera version of the MC33XX) – Decode of DotCode is only supported via the Camera (using DataWedge) – available at the end of February 2019.
- **TC7X** ([TC70X](#) / [TC75X](#)) – Decode of DotCode is only supported via the Camera (using DataWedge) – available at the end of March 2019.

A basic compliant solution would also include software that can identify products and packaging, check their validity, record the business process step and transmit the movement of data to the relevant data repositories.