
**Packaging — Accessible design —
General requirements**

Emballage — Conception accessible — Exigences générales



This document is a preview generated by EVS



COPYRIGHT PROTECTED DOCUMENT

© ISO 2011

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and microfilm, without permission in writing from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
Case postale 56 • CH-1211 Geneva 20
Tel. + 41 22 749 01 11
Fax + 41 22 749 09 47
E-mail copyright@iso.org
Web www.iso.org

Published in Switzerland

Contents

Page

Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Main aspects for accessible design for packaging	2
4.1 Information and marking	2
4.2 Handling and manipulation	3
4.3 Evaluation of accessible design for packaging	4
5 Special considerations on packaging of harmful contents	5
5.1 Markings	5
5.2 Design of containers to avoid danger and damage	5
Annex A (informative) Structure for accessible design standards in packaging	6
Annex B (informative) Framework of considerations for testing accessibility — General approach	7
Annex C (informative) Examples of accessible packaging design	9
Bibliography	13

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 11156 was prepared by Technical Committee ISO/TC 122, *Packaging*.

Introduction

The accessible design of packages is a worldwide matter of concern because it allows everybody to use them safely, comfortably, and with satisfaction, irrespective of age, perceptual and cognitive ability, level of physical functioning, language and culture. This International Standard is designed to serve as a guideline for increasing accessibility in designing packages and packaged products.

Our aging population goes beyond specific countries to be a global trend. This aging leads to a relative increase in those with reduced ability and function using packages. As a result, around the globe packaged products are used by increasingly frail individuals. Building a social infrastructure to provide rights to the disabled, which is adopted by the United Nations, is a worldwide issue^[1]. Further, this globalization results in the circulation of packages across borders, causing problems due to differences in language and culture.

This International Standard complies with ISO/IEC Guide 71^[2], and ISO/TR 22411^[3]. Following ISO/IEC Guide 71, this International Standard is designed to serve as a series of considerations to enhance accessibility of packaged products.

This International Standard does not supersede or replace any applicable safety or regulatory marking or labelling requirements.

Packaging — Accessible design — General requirements

1 Scope

This International Standard provides a framework for design and evaluation of packages so that more people, including persons from different cultural and linguistic backgrounds, older persons and persons whose sensory, physical, and cognitive functions have been weakened or have allergies, can appropriately identify, handle and use the contents. It considers varying aspects of the packaged product, including identification, purchase, use and disposal.

This International Standard does not apply to dimensions, materials, manufacturing methods, or evaluation methods of individual packages.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 21067:2007, *Packaging — Vocabulary*

ISO/IEC 19762 (all parts), *Information technology — Automatic identification and data capture (AIDC) techniques — Harmonized vocabulary*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 21067, ISO/IEC 19762 (all parts), and the following apply.

3.1

accessible design

design focussed on principles of extending standard design to people with some type of performance limitation to maximize the number of potential customers who can readily use a product, building or service

3.2

alternative format

different presentation that can make products and services accessible by the use of another mobility or sensory ability

3.3

packaging

⟨product⟩ any product to be used for the containment, protection, handling, delivery, storage, transport and presentation of goods, from raw materials to processed goods, from the producer to the user or consumer, including processor, assembler or other intermediary

[ISO 21067:2007, 2.1.1]