



Cannabis

With the increased legalization of medical and recreational marijuana, the global cannabis market has experienced substantial growth.

According to the United Nations Office on Drugs and Crime, cannabis is the most consumed drug worldwide. In 1996, California was the first state in the US to legalize medical marijuana. Now, 37 states have legalized it either medically or both medically and recreationally. As a result, the US currently leads the global market in cannabis sales with over \$19 billion in 2020.



Stats

- In 2021, the US cannabis industry sold almost \$25 billion in products and created more than 107,000 new jobs
- The market is projected to grow from 28.26 billion in 2021 to 197.74 billion in 2028 with a CAGR of 32.04%
- There are currently 3 times as many cannabis workers as there are dentists

Sales for cannabis have increased rapidly due to product innovation. Cannabis now comes in a variety of forms including flowers, oils, extracts, topicals, pre-rolls, vapes, beverages, and edibles. This has made cannabis more accessible and more appealing to a wider range of consumers.



Packaging Solutions

Packaging for cannabis products is extremely important. It needs to keep the product fresh, indicate important legal information, and stand out from its competitors. Here are some solutions you can use for your cannabis products:



Labels



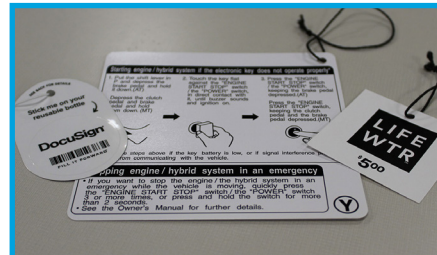
Flexible Packaging



Coupons



Games & Sweepstakes



Tags



Brand Security



Extended Content Labels (ECL)



Thermal/Direct Thermal Transfer



Graphic Design



Embellishments

Requirements

Cannabis is still a Schedule I controlled substance, and therefore specific rules and regulations must be followed when labeling cannabis products. These rules vary from state to state, but in general, make sure to include the following information when labeling your products :



Activation Time



Effective THC
& Active THC



Common Name Of
The Product



Strain & Species



Licensee Name, Phone,
Number, & Batch Code



Allergen
Information



Potency



Lab That Tested
Product & Test Date



Weight
& Volume



Universal Symbol For
Marijuana Product



Avoidance Of Untruthful
Or Misleading Statement



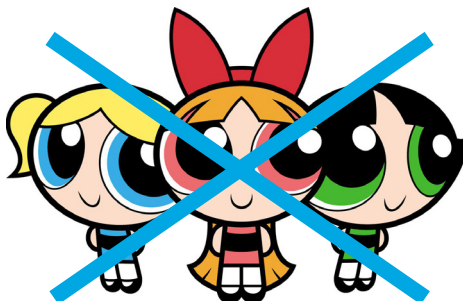
Nutrition
Labeling

Most states also require specific warnings. Some common cannabis warning labels include the following :

- Health risks
- For medical use only
- Poison Control Hotline
- Not for children or animals
- Resale and transfer restrictions
- Not for women who are pregnant or breastfeeding
- Habit-forming
- Age restrictions
- Ability impairments

Other requirements to keep in mind:

1. Packaging/design cannot appeal to minors aged 17 and younger
2. No cartoons, caricatures, shapes or designs that would appeal to minors.
3. Expiration dates must be printed on product's packaging.
4. Expiration dates, once applied, cannot be altered.



Parts of a Label

Requirements often vary depending on the product. Here is an example of what information to be mindful of when labeling edibles.

- Edibles shall not be easily confused with common candies
- No use of the word candy or candies in the labeling
- Edibles must be in opaque, child-resistant packages
- An edible with multiple servings must be in a resealable package

The diagram shows a label for 'Sweet Munchies Blueberry Cannabis Infused Gummies'. The label is divided into two main sections: the top half for product identification and the bottom half for nutritional and safety information.

Top Section:

- FOR ADULT USE ONLY:** A blue banner at the top right.
- Common Name Of Product:** 'BLUEBERRY GUMMIES' written vertically on the left.
- Brand Name:** 'SWEET MUNCHIES' in a stylized font with a cannabis leaf logo.
- Image:** A cluster of blueberries.
- Effective THC & Active THC:** 'CANNABIS INFUSED' and '10 PIECES | 10MG THC EACH'.
- Weight & Volume:** 'Net. Wt. 34g | 1.2oz'.

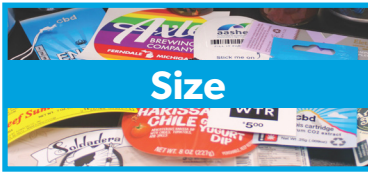
Bottom Section:

- Nutrition Labeling:** A 'Nutrition Facts' table with 5 servings per container, 2 gummies per serving, and 22 calories.
- Allergen Information:** 'No known allergens.'
- Activation Time:** 'DIRECTIONS: Start with one serving (2 gummies) and wait 30-90 minutes for full effect before increasing your dosage.'
- Warning:** 'WARNING: THIS PRODUCT CONTAINS MARIJUANA, A SCHEDULE I CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. MARIJUANA PRODUCTS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER. IF YOU ARE A QUALIFIED PATIENT, THE INTOXICATION EFFECTS OF MARIJUANA PRODUCTS MAY BE DELAYED UP TO TWO HOURS. MARIJUANA USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF MARIJUANA PRODUCTS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY.'
- Universal Symbol For Marijuana Product:** A green cannabis leaf logo.
- Licensee Name, Phone, Number, & Batch Code:** 'Sweet Munchies 1234 Old Rd. City, ST 12345 www.sweetmunchies.com 800-123-1234' and a QR code.

For more information on Michigan Marijuana Regulations visit <https://www.michigan.gov/mra>

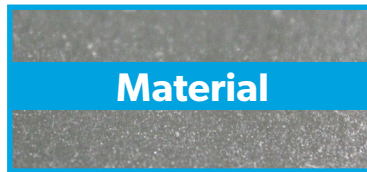
Ordering Process

If you're interested in ordering labels for your cannabis products, Whitlam Group makes it easy. Simply choose your size, material and topcoat from the lists below :



Size

- Rectangle
- Square
- Circle
- Oval
- Custom Size



Material

- Paper
- Film/Bopp : Clear or White
- Metallic
- Kraft
- Eco-friendly
- Thermal/Direct Thermal Transfer



Topcoat

- No Laminate
- Gloss Laminate
- Matte Laminate
- Imprintable Varnish
- Custom Options

Talk to us about taking your labeling one step further by adding embellishments such as cold foil or embossing. We would love to help you create a custom label that highlights your product and brand.

Sources

- <https://www.fortunebusinessinsights.com/industry-reports/cannabis-marijuana-market-100219>
- <https://www.grandviewresearch.com/industry-analysis/legal-marijuana-market>
- https://www.labelandnarrowweb.com/issues/2021-11-01/view_features/cannabis-packaging-and-labels/?widget=listSection

Memberships and Affiliations



Certifications



Intertek

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About Whitlam Group

Whitlam Group is a leader of engineered label solutions and functional parts, solving complex label challenges for the world's largest corporations. Serving the automotive, industrial and consumer goods market for over sixty years, as a strategic partner. We understand the needs and processes of our customers and we proactively help them to achieve their objectives.

Learn more at www.whitlam.com



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