

'How to use' guide – condom packaging materials



Overview

Time and again, research shows young people claim not to use condoms because they didn't have one on them when they needed one. These packaging ideas have been developed to encourage higher levels of condom carrying amongst sexually active young people.

In this document you'll find details of the materials you will need to produce these condom packaging ideas. On the [nhs.uk/sexualhealthprofessional](https://www.nhs.uk/sexualhealthprofessional) website you'll find the artwork for each of these designs.

Order the condoms through your usual routes. Your local Teenage Pregnancy Co-ordinator or Sexual Health Lead can advise you on sourcing.

The Central Office of Information (COI) can help you source the packaging materials. Please contact COI Merchandising on 020 7928 2345.

Football shirts

'Wear it with Pride' mini replica football shirts are individually wrapped condoms presented in football strip-shaped packaging. You will need to liaise with your local football club to secure their approval to replicate branding.

Shirts: 195mm x 115mm by 195mm x 115mm
Display cases: 499mm x 645mm

Approximately 150 - 200 replica shirts sit in a branded display case at any one time. Display cases include 10 hooks and each hook holds 6 shirts.

This creative requires a condom which when wrapped is no larger than 650mm to 700mm.

Get Fresh Mints

Get Fresh mints are individually wrapped condoms presented in handy 'fit in your pocket' mint tins. The tins also include edible mints.

Metal tins: 500mm x 500mm

60 individual Get Fresh Mint tins sit in a branded display case - 15 tins on each level, stacked 4 high. You will need to order greaseproof paper and mints as well.

This creative requires a condom which when wrapped is no larger than 600mm to 650mm.

No Mistakes Erasers

The erasers are individually wrapped condoms designed to look like old-fashioned school erasers. The eraser sleeves come in two colourways and the packaging is in two parts (a condom holder and a sleeve). We recommend that you display the 'erasers' in a glass bowl.

Holder: 850mm x 300mm by 144mm x 111mm
Sleeve: 40mm x 15mm x 30mm

This creative requires a condom which when wrapped is no larger than 650mm x to 300mm.

Sweet Lovin' Lollipops

The lollipops are available in an eye-catching display case, similar to those used for real lollipops. 38 individual Sweet Lovin' lollipops sit in a branded case at any one time.

Lollipop: 650mm x 700mm by 154mm x 105mm
Dispenser: 768mm x 506mm + 582mm x 266mm

This creative requires a condom which when wrapped is no larger than 600mm x 650mm.

Important considerations

Check with your condom supplier if they have any specific requirements around the repackaging of their condoms in other wrappers and what information the manufacturer requires to on and/or in the condom packets.

The manufacturer will require their brand specific information to be included on the outside of each condom packet. They will need their logo, their certification mark, ISO accreditation and some specific copy, including condom expiry date and lot/batch details. The condom supplier will also give you 'Important Information' copy that includes illustrated instructions on how to use a condom, and will advise you whether this copy needs to be printed on the packaging or provided as a separate leaflet.