



divine
label compliance

Right first-time product labels and packaging

Early on compliance review is critical

Label Compliance & Regulation

- There are many international regulations that dictate mandatory labelling requirements.
- Regulations can differ widely by sector and country
- Regulations are there to inform, safeguard and protect consumers.
- Manufacturers and retailers are required by law to ensure accurate descriptions within food, drinks and supplement labels.
- Labels must also contain appropriate types of information and be laid out in specific ways according to the information type.
- These rules apply to you if you operate a food business, even if you give food to consumers for free.



My Labels are Fine !!

If your labels are **NOT** compliant:

- You are not meeting legislation requirements.
- **Potential medical issues and unlimited fines.**
- Trading standards or retailers can insist on product recall.
- Clients could delist you.
- **Worst financial case = product destruction.**
- Expensive 'over-stickering' and label reprints.
- Loss of customer confidence and trust.
- Additional transport and distribution fees.

Are you sure your product packaging is compliant?



There is an easy option.....
GET IT RIGHT FIRST TIME.

Divine Market Coverage

Sectors Covered

- Prepacked and non-prepacked food
- Alcoholic & non-alcoholic drinks
- Supplements,
- Pet food and supplements

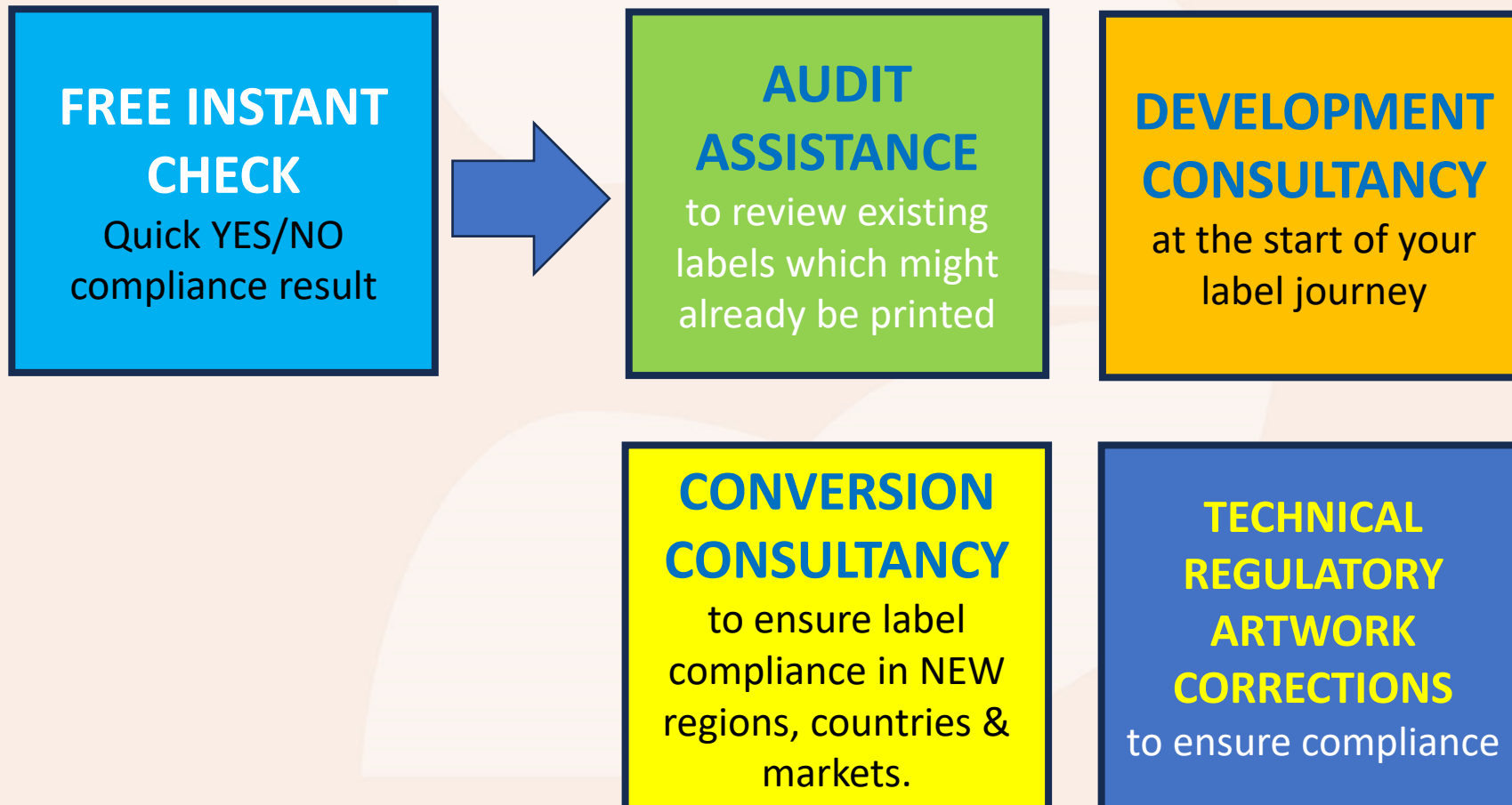
Regions covered (including)

- USA / North America
- South America
- UK and EU
- South East Asia / Australia
- Africa



**Label conversions for
IMPORT and EXPORT**

Divine Service Offering



“Instant Check” Costs Nothing*

Provide us with your label in any format:

- PDF or Vector format
- Photo / JPEG*
- Real printed label*
- Product artwork.

*may require product artwork for a more detailed check

We will review and give further advice on next steps if your label has potential compliance issues.

* This is the name that DLC gives its quick first review



Non-compliant packaging example

Full Audit and Technical Artwork Corrections

A full audit includes a report that will tell you:

- Where the problems are
- Further checks of the product specification (if possible) and consultation to ensure compliance
- What corrections need to be made to ensure compliance.

Product packaging technical corrections:

- Will ensure that mandatory label elements are represented in a manner set out by the designated country law
- Carried out by a regulatory artwork professional
- If required accompanied by relevant regulatory references.



Good Label Compliance is a function of:

1. The correct information
2. Displayed correctly

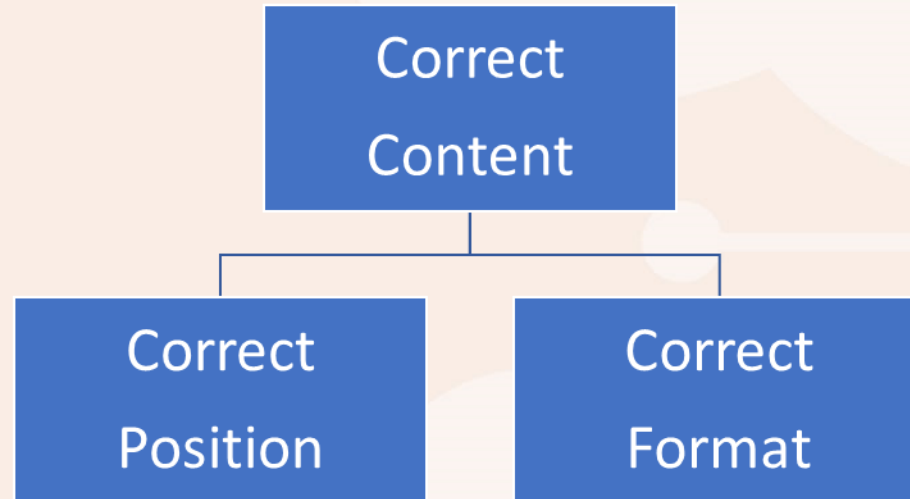
Full End to End Service

- Full audit and technical corrections – easy to use.
- We can make the artwork changes for you to ensure full compliance.
- Certainty that changes are made correctly with relevant regulatory reference if required.
- To finish the review, we can provide you with a **certificate**.
- This '**Certificate of Conformity**' is now requested by Amazon for listings.
- Other retailers are also paying much more attention to compliance.
 - Waitrose now ask suppliers to warrant compliance (on a form.)



Why do Business with us

Label Compliance has 3 dimensions



ONLY Divine Label Compliance delivers ALL THREE

A label is not compliant unless it can satisfy all three



Get it Right First Time

Many reasons to implement label compliance. If you don't the consequences can be enormous.

Our services can assist with:

- **ADOPTION OF A LABEL COMPLIANCE PROCESS & assistance running it**
- **RISK MANAGEMENT limitation**
- **AVOID POTENTIAL PRODUCT RECALLS** (average product recall are over £85,000 and relabelling is costly)
- **ATTENTION TO DETAILS and KNOWING PRODUCT PACKAGING IS FULLY COMPLIANT** for the designated countries
- Save **MONEY and TIME**
- Giving a **COMPETITIVE ADVANTAGE.**

A bit more about us

Our expertise and focus is on food/drink/supplements product packaging compliance but also cover:

Pet food and food supplements

Almost ALL global regions / countries

Pre-product development, pre-export consultancy, product claims for marketing and social media (regulation impact on product packaging size, considerations for claims and more)

Why Divine Label Compliance

High level of expertise

Technical regulatory artwork corrections made by DLC

Technical regulatory artwork corrections report (specifically for client designer)

Product packaging design alterations

Product packaging design