Preparing your Packaging or Label Rules & Regulations

Creating dynamic packaging or labels ensures that you have a product that stands out from the crowd but we also need to make sure that you are compliant with the rules and regulations that govern products in the marketplace. Here are some examples of packaging and label requirements.

Information Panel

The information panel must contain the name of the manufacturer. If the product is manufactured elsewhere, the words "manufactured for" or "distributed by" should be included. It is stated that if your contact number can be found easily (city directory or phone book), you can omit the full address on the packaging and just include city or town, state and zip. Alternatively, if you include a web address with an easy way for clients to contact you, you can omit the full address.

Food & Drug Labeling

Why do you need a clear nutrition label?

The Nutrition Facts labels allows the customer to know how many calories and nutrients they will be consuming in one serving of food. Within the listed nutrients, the label will show fats, carbohydrates, proteins, vitamins and minerals. Note: The Nutrition Label is changing (see example below).

The label should include:

Calories, Calories from fat, Fat, Saturated fat
Trans fat, Cholesterol, Percent daily value (%DV) for added sugars (as of July 2015), Sodium, Carbohydrates.
Dietary fiber, Sugars, Proteins, Vitamins, Calcium
Iron levels

Original Vs Proposed Labels

All ingredients have to be listed from the greatest to the least by weight and should be close to the name and address or before or after the nutrition facts and name and address. If you have ingredients that are included but not produced by you i.e. Ketchup, you should list the sub-ingredients in parentheses. This is important because customers need may have food allergies to certain items that you include.

Major allergens should be listed if you have these in your product. The main allergens are Shellfish (list species), Milk, Eggs, Fish, Nuts, Wheat, Soybeans.

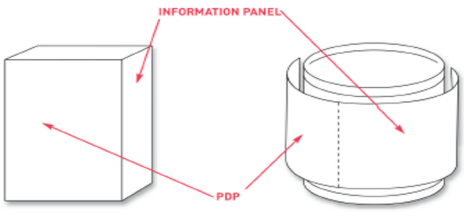
If you only have a few ingredients, then you can use a simplified format but must include any nutrition facts even if they are not a significant source.

Serving sizes may be changing to more realistically reflect how people eat and drink today.

Net Weight should always be clearly noted on the label. Make sure this is accurate because there are companies that check these weights for shelf products and you can be fined.

ALL LABELS need to have a statement of identity (or name of food) in prominent print or type. Note: the common or usual name instead of a new name should be used as well if it has one. You will also need the Net Quantity statement on a portion of the package label with the identity...that is most likely seen by the consumer at the time of purchase. Some containers have 2 or more different surfaces that may be sufficient for this.

Smart as a Fox



Statement of Identity

Font Sizing

As far as I am concerned, the bigger the better within the constraints of the label. Tiny print makes it difficult for customers to read and understand the product... and makes it hard for customers to understand what message you are trying to convey.

- Minimum size is 1/16 inch based on the lowercase o. which is roughly 6pt but should be around 7pt or larger.
- Height of font can't be more than 3 times the width.
- If your product has another foreign language on the packaging, it needs to have equivalent legible English translation. There are rules and regulations around the sizes these need to be.

Barcodes

- Whatever bar coding you use or have us create for you, the barcode minimum must be 1.021" H x 1.468" W but the larger the barcode, the easier it is to scan.
- The barcode must be of high enough resolution and not pixelated. Scanners need clear lines to read the codes.
- The symbol size must not be reduced below 80%.
- The location of the symbol should be placed on the packaging away from creases so that scanning can be an uninterrupted process.
- Bar codes are best in the black and white field but it is acceptable to use blue or green with a white red or yellow background. We generally stay away from colors when it comes to barcodes.

To obtain your unique barcode number, please visit https://www.gs1us.org/get-started. IT CAN TAKE A WHILE TO OBTAIN THIS SO START EARLY

Adding Internal Codes/Batch Codes

If you have a number of products, it is a good idea to mark each of the types of products with a unique internal code or batch number to help with dating and sorting products. This may include a number for the product itself, followed by variation between products followed by the internal date of manufacture i.e. Hummus Product could be HPine692016 (Meaning Hummus with Pine Nuts, 6oz, 9/2016 (date produced). Then another could be STallGBl001 (Single Tall Glass Blue 001) you get the picture!

Some clients like to produce batch codes separately on small labels while others like us to include a white blank area in the design so that they can stamp or write this information in themselves. We also can produce batch codes or internal codes on any design.

Dating on perishable foods or items

While product dating is not generally required by Federal regulations, it is important for the stores to know how long a product should be for sale. The day, month and year should be displayed. You can use the following wording Sell By, Best if Used By (or Before) or Use By.

For more information, please visit the official rules and regulations http://www.fda.gov/downloads/Food/GuidanceRegulation/UCM265446.pdf