CED
CENTRE FOR ENTERPRISE DEVELOPMENT INC.

Centre for Enterprise Development Inc.

BUSINESS GUIDE NO. 19

Labelling Your Products

"Developing the local economy, one business at a time"

What is a Label?

A label is a piece of paper, fabric or plastic you attach to your product. It provides instructions about the product or used to identify its contents.

Why is Labelling necessary?

- It conveys information about the nutritional content of foods.

- It encourages you the manufacturer to engage in sound practices which will not endanger the health of your customers.

- Consumers can use the label to help select healthier foods and plan nutritious meals for themselves and their families.

- The 'per 100g' information can be used to compare food products with each other.

- The 'per serve' information is useful in estimating how much of a nutrient one is eating.

- It assists in promoting the sale of your product.

Information to include on your Product Label

1. Food items

- Name of the food.
  - Place on the front panel or the main display panel.
  - Print using a noticeable print type.
  - Include the form of the food, e.g. whole, halves, salted, unsalted, etc.

- *List of ingredients.*
  - Include each ingredient used in the product, starting with the ingredient that weighs the most.

- Net quantity of contents.
  - How much of the product is in the containers.
  - Give information in both metric (litre, grams, etc.) and imperial units (ozs, lbs, kilos, etc.)

- Appropriate durability indication.
  - 'Use by' or 'best before'

- Special storage instructions or conditions of use.

- Name and address of the manufacturer, packer or seller.

- Place or country of origin of the food.

- Instructions for use where necessary.

- Nutrition information in the prescribed format where any claim about nutrition content has been made.

2. Clothing or Garments

- Type of material the garment is made of.

- Fibre content, e.g., 100% cotton, etc. The fibre content that is highest in percentage is listed first.

- Care instructions. (How to care for the item).

- Laundering information/instructions must be provided starting with washing, then bleaching, and finally drying and ironing.

- The country in which the garment was made or manufactured.

3. Household & Garden items

- Composition or what it is made up of.

- Uses.

- Warnings.

- First aid instructions.

- Type of applicator to use.

- Warranty or guarantee.

4. Cosmetics, Toiletries & Drugs

- List of ingredients in the product.

- Any precautions or safety measures for using the product.