



Ten for Labels & Packaging

1. **The Fair Packaging and Labeling Act** (FPLA or Act), directs the Federal Trade Commission and the Food and Drug Administration to issue regulations requiring that all "**consumer commodities**" bear a **label on which there is:**
 - a. a statement identifying the commodity (e.g., detergent, sponges, etc.)
 - b. the name and place of business of the manufacturer, packer, or distributor
 - c. and the net quantity of contents in terms of weight, measure, or numerical count (measurement must be in both metric and inch/pound units)

2. **The FDA** regulates products that are foods, drugs, cosmetics or medical equipment. In addition to the requirements mentioned above, there are **specific requirements for different product groups.**
<https://www.fda.gov/>
 - a. Place the statement of identity, or name of the food, and the net quantity statement, or amount of product, on the PDP (principle display panel)
 - b. All required label statements should be put on the PDP and all other labeling on the information panel (the label panel immediately to the right of the PDP, as seen by the consumer facing the product)
 - c. Information that is not required by FDA is considered intervening material and is not permitted to be placed between the required labeling on the information panel
 - d. Also reference www.fsis.usda.gov for food related labeling.

3. Even if you have followed everything outlined by the Fair Labeling and Packaging Act, you still need to check the **CPSC. (Consumer Product Safety Commission - <https://www.cpsc.gov/>)** The CPSC is responsible for a wide range of products for the sake of consumer safety. (E.g. children's products)

4. **Individual State Laws** should also be checked for packaging/labeling guidelines. For example, in Idaho if your products are sold by weight or gallon, the measuring device must be inspected by the state. See <https://agri.idaho.gov/main/weights-and-measures/device-licensing/>

5. **Universal Product Codes — UPCs** — are the 12-digit numbers that appear under the barcodes on many U.S. products. They allow you to streamline supply, fulfillment and invoicing activities with the people you trade with. By reading the barcode, a scanner knows that item, knows the exact real-time price, and can tell the store it needs to restock its shelves. These numbers are provided by GS1 US, a nonprofit group that sets standards for international commerce. To purchase barcodes, visit <https://www.gs1us.org/upcs-barcodes-prefixes/get-started-guide/get-your-upc-barcodes-from-gs1-us>. As of December, 2019, barcode pricing starts at \$250 with annual renewal fees of \$50 for ten codes.
 - a. Companies usually need different UPC codes for each product they sell, even if it is just a different size. Some companies will add more numbers to their GS1-issued identification code to identify each of their products.
 - b. Another option: Some Internet-based companies, including www.BuyABarCode.com, now **resell UPC codes** for less than \$100, so small companies don't have to pay to join GS1 themselves. You will be paying for the use of that company's identification number — not your own. That means your products'

UPC will begin with another company's ID number. This can be a solution if you are cash-strapped or working with small or independent retailers. But it won't work if you're planning to sell through major retailers because they generally require product makers to have their own identification numbers.

- c. Another method of product identification is called **Radio frequency identification (RFID)** technology. Unlike UPC bar-code technology, RFID data can be read through the human body, clothing and non-metallic materials. Examples of this are all around us, like EZPass through a toll both, or pet chip ID tags.

6. **ISBN** stands for International Standard Book Number, if self-publishing, and is a unique 10 or 13 digit number assigned to every published book, CD, DVD or similar product. An ISBN facilitates the sale of your book to bookstores (physical and digital) and libraries. Using ISBNs allows you to better manage your book's metadata, and ensure maximum discoverability of your book. ISBN issuance is country-specific, in that ISBNs are issued by the ISBN registration agency that is responsible for that country or territory regardless of the publication language. In the United States, the privately held company R.R. Bowker issues ISBNs. There is a charge that varies depending upon the number of ISBNs purchased, with prices starting at \$125 for a single number.
 - a. Bowker: <https://www.myidentifiers.com/identify-protect-your-book/isbn/buy-isbn>

7. **A copyright** protects original writing, music, movies, etc. A copyright grants the creator of an original work exclusive rights for its use and distribution. It is a form of intellectual property. Visit: www.copyright.gov.

8. **A trademark** is a recognizable sign, design, or expression which identifies products or services of a particular source from those of others. If the name or logo of the product is being infringed, that would be trademark infringement. A trademark may be located on a package, a label, a voucher, or on the product itself. For more info, visit the US Patent & Trademark office website: <https://www.uspto.gov/>

9. **Suppliers of Packaging & Shipping Labels**
 - a. Uline: www.uline.com
 - b. US Post Office: <https://www.usps.com/>
 - c. Costco: <https://www.costco.com/>
 - d. UPS: <https://www.ups.com/us/en/Home.page>
 - a. Vista Print: <https://www.vistaprint.com>
 - e. Avery: http://www.avery.com/avery/en_us/

10. **Exporting**
 - a. Product codes, AKA, schedule B Numbers – www.export.gov and www.census.gov
 - b. Research country tariffs and duties – www.export.gov/logistics-10
 - c. Electronic Export Information (EEI) - <https://www.cbp.gov/trade/basic-import-export/export-docs/electronic-export>
 - d. Freight Forwarders – the NCBFAA (National Customs Brokers and Forwarders Association of America) represents an extensive list of freight forwarders who are members of the organization. <http://www.ncbfaa.org/>
 - e. Find out more at www.export.gov/ecommerce

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