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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 hel 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.