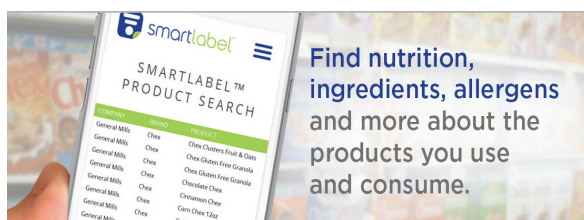


## WHAT IS SMARTLABEL™?

SmartLabel™ is an approach to providing consumers with access to information on the products they buy.

It is an innovative transparency initiative that provides consumers with detailed information about the food, beverage, personal care, household and pet care products they use and consume. SmartLabel™ leverages digital technology and smart devices to bring consumers information about hundreds of product attributes that go well beyond the label. Consumers will have easy and instantaneous access to detailed information about thousands of products. SmartLabel™ was initially created by the Grocery Manufacturers Association (GMA), its member companies and retailers.

As of December 1, 2015, more than 30 iconic US food, beverage and consumer products companies were committed to utilising SmartLabel™ to give consumers even more detailed information about their products. Some companies began to offer products using SmartLabel™ late in 2015, with nearly 30,000 products featuring SmartLabel™ expected on store shelves by the end of 2017.



## WHY IS THIS IMPORTANT?

SmartLabel™ is a win-win for both

business and the consumer.

Today's consumer is hungrier than ever for information. They are more concerned with the environmental and social impacts of the products they buy and use, as well as the nutritional and health impacts. Those consumer goods companies who do not fulfil this need could experience increased reputational risks and dwindling consumer trust.

Thanks to SmartLabel™, brand owners (manufacturers and private-label brands) can now nurture greater consumer trust through increased transparency and greater reliability. It gives consumers easy access to product ingredients, nutritional and health information, and social and environmental data directly related to the products they are using or buying.

SmartLabel™ also helps retailers, e-commerce sites and third-party data aggregators to eliminate unnecessary duplication of data management processes, while helping to ensure a more seamless, accurate information flow with brand owners.

## WHAT IS THE CGF'S ROLE?

In December 2015, the CGF Board agreed to support the piloting of SmartLabel™ in the US, with a view to a broader global roll-out in due course.

The Trading Partners Alliance (GMA/FMI) is leading implementation of SmartLabel™ in the US, in partnership with GS1. In parallel, a number of



other countries have expressed some interest in being early adopters of the SmartLabel™ approach. During its discussion in December, the Board emphasised the importance of treating SmartLabel™ as a global project.

As the only global organisation bringing retailers and manufacturers together, the CGF is perfectly placed to help build on the US-led pilots and drive the global development and roll-out of SmartLabel™. Through the CGF's End-to-End Value Chain & Standards Pillar, members are now actively involved in a working group dedicated to the successful implementation of SmartLabel™ globally.

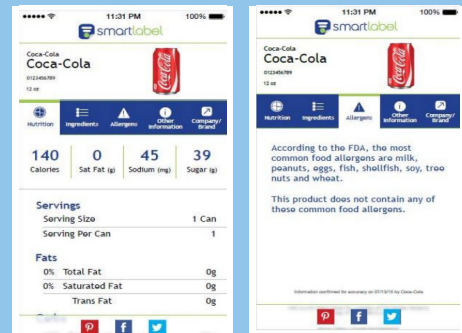
## WHAT WILL THIS PROJECT ACHIEVE?

It will help ensure consumers get the information they need from a reliable source - YOU!

Through the CGF's work on SmartLabel™, this project will make it easier than ever for shoppers around the world to find information about products they use and consume. There just isn't enough room on packages to fit all that information. SmartLabel™ complements the way consumers shop today and enables them to get all the information they want to know about what they are purchasing – when they want to know it.

Consumers will be able to find detailed information about products in several different ways. They can access SmartLabel™ by searching the web; visiting a participating company's or brand's website; scanning a SmartLabel™ QR code on packages; using the SmartLabel™ Product Search on the official website; or by using certified apps.

The project will also give more control to consumer goods companies as they can ensure consumers are getting accurate and reliable information about their products.



## WHERE TO GO FOR MORE INFORMATION?

Further information on SmartLabel™ and the products currently using it can be found at [www.smartlabel.org](http://www.smartlabel.org).

For those interested in learning about the CGF's role, and for those who want to join the project, contact Ruediger Hagedorn at the CGF: [r.hagedorn@theconsumergoodsforum.com](mailto:r.hagedorn@theconsumergoodsforum.com).

## AND...

Companies already committed to using SmartLabel™: ConAgra Foods, Hormel Foods, Campbell Soup Company, Knouse Foods, Land O'Lakes, PepsiCo, Coca-Cola, Nestle, Hershey, J.M. Smucker Company, Kellogg Company, General Mills, McCormick & Company, Bimbo Bakeries USA, Wakefern Food Corp, Bruce Foods Corporation, Bumble Bee Seafoods, Ferraro USA, Flowers Foods, Reily Foods Company, Rich Products Corporation, Sunny Delight Beverages Co., Tyson Foods, Inc., Ahold USA, Topco LLC, The WhiteWave Foods Company, Pharmavite LLC, Clorox, Colgate-Palmolive, Procter & Gamble and Unilever.