

Chain Reaction: Conquering Labeling Challenges in the Chemical Industry

A White Paper from Kallik



Cleaning Solution

A05

CAUTION



NOT FOR RESALE

WeedKiller
COMPLETE

Herbicide

Nonselective Foliar Systemic Herbicide for Weed Control

*Glyphosate: N-(phosphonomethyl) glycine. 36.5%
Other Ingredients. 63.5%
Total: 100%

*Contains 500 grams per liter or 4.17 pounds per U.S. gallon of glyphosate acid.

KEEP OUT OF REACH OF CHILDREN.

CAUTION

See additional precautionary statements and directions for use inside booklet.

EPA Reg. No. 100-1169
EPA Est. 100-LA-001
SCP 1169A-LIC-0507

2.5 gallons
Net Contents

AMMONIA
DANGER
TOXIC IF INGESTED



Reversing the complexity of global labeling management in the chemicals industry, so that intensifying regulatory demands don't encroach on international market opportunity

Trust, transparency and, above all, the safety of process/supply-chain intermediaries and consumers, is of paramount importance to the global chemicals industry. Yet, increasingly-stringent regulations about product/substance-based declarations, hazard warnings, and use of mandatory safety statements and symbols, is taking its toll on international brands. There are now so many regulated elements that must be carried on product packaging and labeling that the requirements are impinging on companies' freedom to distribute their goods globally.

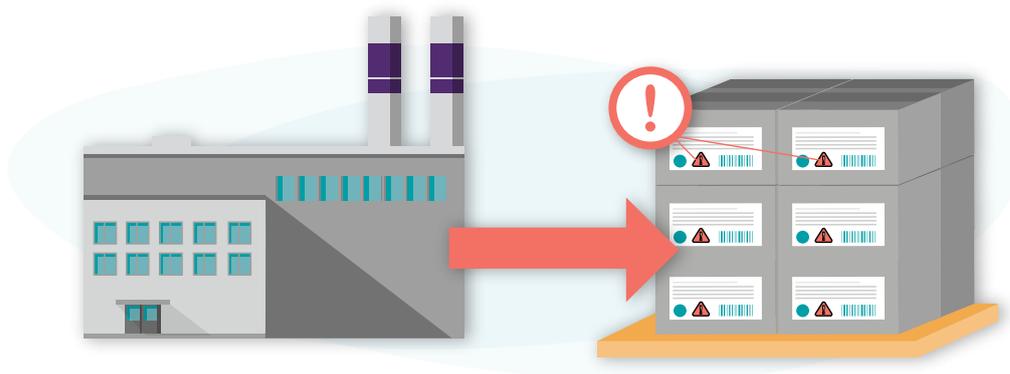
The frequency with which new international, regional or country-specific requirements are introduced, and the sheer volume of obligatory text and graphics that must now be featured on individual labeling, is causing serious practical challenges for manufacturers and brand owners.

New rules compound global labeling complexity

To maintain market authorization in each market, and to uphold brand standards and market confidence, these organizations must have meticulous control over the quality, consistency, accuracy and currency of everything that appears on their labels and the legibility/user-friendliness of that content. Yet, as companies come under pressure to include increasingly detailed ingredients information, as well as translations for all markets in a region (20+ across the EU), fulfilling all of these demands is becoming logistically impossible.

Such is the scale of the challenge, that the industry has been lobbying regulators about alternative approaches – from the use of market-agnostic pictograms for safety advice, or the option to move finer detail to product inserts, or online, rather than have to try to fit them on to the smallest spray-can or tube of adhesive. In future, it is possible that apps and scan-able QR codes will make it easier to link physical and complementary digital labeling, reducing the need to attach so much information directly onto products.

Whichever way this plays out, all of this needs to be managed cohesively to minimize escalating risks of getting anything wrong.



Reducing risk as requirements rise

For now though, when changes to labeling are required, or if errors or omissions to printed content are identified, companies risk having to recall products, or re-label many thousands of items - in the process disposing of all labels and instructional materials that have already been printed. As well as being very costly (potentially running into tens of thousands of dollars each time current labeling stock is rendered obsolete), this conflicts with organizations' brand values around sustainability and social responsibility.

There is no immediate end to these challenges, either. In 2021, chemical products will need to carry a unique formula identifier (UFI) - a 16-character alphanumeric code that will be required on the label of any products that contain a hazardous mixture, assigning almost batch-specific traceability to chemicals. This requirement is similar to equivalent controls being introduced in the life sciences industry. This will constitute a further critical element for manufacturers and brand owners to manage on their labeling, whether their products are destined for consumers or industry.

So where do chemical companies go from here?

Streamlining requirements: enterprise labeling management

Whether a manufacturer's chemical products are consumer-facing or designed for industrial use, regaining control over spiraling complexity requires that labeling can be tracked and managed on a global, enterprise-wide scale, and assembled in a structured way that makes lighter work of change and variant management.

Streamlining requirements and boosting control starts with a clear line of sight across everything that is going out to the market, anywhere in the world. This means creating a single source of labeling truth of approved, current label components. If anything changes – to the brand, to the product or its ingredients, or to regulatory requirements – it can be managed in a controlled and robust way from a single, central vantage point.

One of the biggest benefits of imposing centralized structure and control is that this creates **certainty** - that the right information is going out on every product, every time, in every market. In this way, the manufacturer is able to maintain safety, compliance and market confidence, and reduce the risk of product recalls, fines for mislabeling, and the high cost of labeling reprinting and reissue.

Standardized templates & automated label construction

A centralized labeling management capability can prevent teams starting from scratch when one small aspect of a label, such as a logo or listed substance, needs to be amended or replaced, enabling a much more efficient change process. The ability to create standardized labeling templates, and treat each labeling item as a composite of pre-approved text or artwork components, eliminates unnecessary process duplication, leaving skilled professionals free to focus more of their time on the elements that do need to change.



Enterprise labeling management can also help transform the processes involved, for instance in discovering label inter-dependencies if requirements or other conditions change, as all global label activity is mapped and tracked. The central platform can also be used as a reliable look-up for latest country-specific requirements and sensitivities, and to calculate quickly the ramifications of a single change request. Sensitivity parameters and smart rules can be set to ensure that required logos and symbols are included, and that important information is displayed in legible fonts.

Invaluable tools and label compilation shortcuts, such as 'phrase managers' for different languages, meanwhile, can reduce the translation burden and risk, by eliminating repetition of routine tasks such as the construction of common safety advice/hazard warnings for each target language.

Joining the dots: additional integration options

When exploring the options among enterprise labeling management platforms, it is also worth considering whether the proposed solution can connect readily with other systems such as product information management systems that feed industry- or consumer-facing web site content. Joining up these information feeds will help to ensure that details of chemical ingredients and potential irritants/hazards stay in sync, and reduce the need for and risk associated with re-inputting data manually between platforms.

Where third-party design agencies are involved, it is important that these teams too are accessing and incorporating the latest, approved regulated label elements, which in turn should align with what appears on the current product or safety data sheet/in the corporate Regulatory database.

Risks are reduced, trust is assured, resources are optimized

With coordinated control, and end-to-end visibility of all labeling activity globally, chemicals process manufacturers and brand owners will be better able to spot any labeling issues ahead of time - so that products do not go out to market with errors or omissions in their labeling. As well as substantially reducing the safety risk, cost and reputational damage associated with product recalls, trusted labeling will help maintain public confidence in the organization and the quality and integrity of its products.

Kallik: The Enterprise Labeling Company

Kallik, the enterprise labeling company, provides regulated industries with a definitive, end-to-end label management platform they can trust.

Its cloud-based labeling platform, Veraciti™, enables compliance and delivers supply chain efficiency for all the artwork and content assets that make up product packaging, labeling and instructions for use (IFUs). From barcodes to safety symbols and text, Veraciti manages any format, in any territory, on any material and via any channel – with complete reliability and traceability.

Medical device, pharmaceutical, chemical and cosmetics companies use Kallik to deliver trust in their labeling, integrity in their process and confidence in their brand.