

SmartLabel™ FAQ

What is SmartLabel™?

- SmartLabel™ is an innovative technology solution to increase transparency of food, beverage, household, personal care and pet food products.
- SmartLabel™ leverages smart devices and other means, to offer consumers information about hundreds of product attributes, such as nutrition and ingredients as well as facts that go well beyond the label like environmental, religious and sustainability factors.
- SmartLabel™ empowers grocery shoppers to make more informed decisions, based on the things they care about.

Why is SmartLabel™ a smart choice?

- Consumers want an increasing amount of information about their food, beverage, household and personal care products and the physical package is not the best way to deliver it because size and space are limited.
- SmartLabel™ gives information to the consumer in the form that they prefer. A recent CRTC study showed that two thirds of Canadians own a smartphone.
- Research shows that shoppers equate product information with transparency and trustworthiness.
- SmartLabel™ will provide all product information required by federal regulation.
- SmartLabel™ users access information directly from trusted brands.

How does it work?

- SmartLabel™ makes it easy to retrieve product information by ensuring consumers can access it through a wide range of options:
 - Scan a QR code directly from packaging in-store
 - Use an app to scan the barcode
 - Use an online search engine, like Google
 - A 1-800 number
 - Customer service desks at participating retailers
- Each product will have a landing page with detailed information on ingredients and many other attributes.

Who has committed to SmartLabel™?

- The platform was successfully launched in the U.S. a year ago. FCPC and Canadian CPG companies will bring SmartLabel™ to Canada by 2017.

- As of Dec. 1, 2015 more than 30 food, beverage and consumer product companies committed to using SmartLabel™ in the U.S.
- The U.S. estimates 30,000 products with SmartLabel™ will be on store shelves by the end of 2017.
- In Canada, several FCPC members are part of a working group implementing the program in 2017.

GMA Resources:

- [FAQ](#)
- [Fact Sheet](#)
- [Press Release](#)
- [Infographic top 10](#)
- [Infographic how to use](#)
- [How to YouTube video](#)