

CASE STUDY

Empowering UK Brand to Achieve Multi Country Food Label Compliance

Knowledge Inspired.
Quality Driven.



SGS

When you need to be sure

UK brand aims to achieve food label compliance to expand into international markets

Challenge

Our client, a prominent UK-based brand owner, aimed to broaden their business into international markets but encountered significant obstacles in complying with food labeling standards abroad. Their primary challenges included a lack of in-house expertise in international regulations, a diverse

product range, stringent deadlines, constrained resources, and an absence of translation capabilities. These factors collectively posed a daunting task for them to adeptly maneuver through the intricate landscape of global food labeling regulations. That is why they approached SGS...

Solution

To tackle these challenges, we equipped our client with an advanced Label Management System (LMS), serving as a central hub for streamlined label review and compliance across 94 global markets.

Further enhancing our solution, we also integrated SGS Digicomply Compliance Registry and Labelwise into the system. This integration offered our client an extensive database of global regulations, keeping them informed of legislative updates and pinpointing

specific labeling requirements tailored to their product range and target markets. For added efficiency, we appointed a dedicated Account Manager to serve as their sole contact point. The Account Manager handled the coordination of labels, translations, report management, expedited review processes, and centralized invoicing, greatly simplifying the client's journey towards international compliance.

“ It was extremely rewarding to see that our team’s successful collaboration with the client led to timely, compliant labeling solutions. Our dedication to exceptional service and expertise allowed us to meet their deadlines and provide peace of mind throughout the entire process. ”

LAUREN PHILLIPS

ACCOUNT MANAGER AT SGS

Result

Through the adoption of our tailored solution, our client was able to strategically prioritize their market expansion efforts. They effectively leveraged our fast-track service to meet stringent deadlines, ensuring their plans progressed smoothly. The dedicated Account Manager played a pivotal role, coordinating seamlessly with SGS's global label review teams to guarantee the prompt delivery of

reports within the set timeframes. In instances requiring secondary reviews, the Account Manager adeptly orchestrated the process, maintaining the momentum of the market expansion strategy. This combination of cutting-edge technology and expert local guidance provided the essential support and efficiency needed, enabling our client to achieve compliance both on schedule and within budget.

Our expertise

SGS is a trusted partner for businesses in the food industry seeking reliable testing and advisory services. We offer a range of solutions tailored to meet specific company and food industry requirements.

Our UK based Product Advisory team and in-house IT developers offer end-to-end food and consumer product brand and reputation protection.

We will help with:

- Product label reviews
- Pack copy and specification review and approval
- Horizon scanning
- Consultancy
- Complaints management
- IT development
- Project management
- Testing services

Contact us

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The SGS logo consists of the letters 'SGS' in a bold, sans-serif font. To the right of the letters is a vertical line, and below the letters is a horizontal line, forming an L-shape.