

A CASE STUDY

How a Leading Household Products Manufacturer Addressed NY & CA Chemical Ingredient Regulations with SmartLabel®

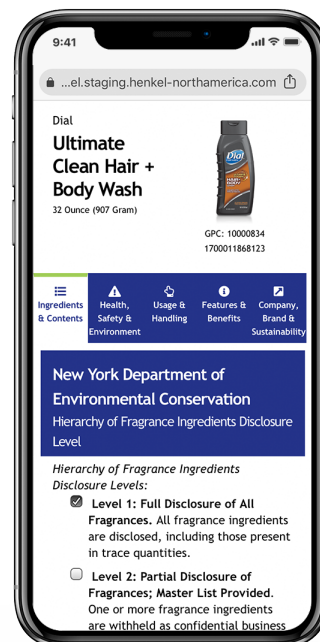
Overview

In order to boost consumer transparency and promote informed purchase decisions, the states of New York and California are introducing regulations that require manufacturers of general cleansing products to disclose ingredients, specifically intentionally added chemicals other than fragrances, through product labeling and the manufacturer's website. Looking for a way to comply with these regulation changes, a leading global household and personal care products company, chose to deploy GMA's consumer transparency initiative SmartLabel®, through the Qliktag platform, to digitally disclose extensive product information. The SmartLabel® has provisions to record and display detailed information of the product's contents, highlight ingredients of concern and related information in a standardized format. They involved multiple business units covering an array of products under their purview of this project.

Solution

The Qliktag platform was first set up with a SmartLabel® data model, that conforms to the standardized requirements of the SmartLabel® initiative. It was then integrated with the brand's host of internal information management systems (multiple PIMs, ERP, DAMs) to pull product data and map them to the SmartLabel data model. This extraction and integration process is fully automated and reflects every change in the product data in the brand's business ecosystem to their counterpart's attributes stored in the Qliktag Platform and in turn the SmartLabels® in real time.

Following this, brand specific digital interaction templates were created using the SmartLabel® control panel.



These templates can be rapidly deployed for thousands of products under a single brand. Being dynamic in nature, they mirror every change and update in the product data.

Once a SmartLabel® for a product is ready, a SmartLabel® link is generated and sent to the smartlabel.org website, a directory for SmartLabels® under all participating enterprises. Upon receiving the approval, the link become available for individual business units to display on their websites under their respective products. These links are consumer facing, and take them to the SmartLabel® landing pages containing expanded information on the product of interest.

Conclusion

The brand was able to achieve its goal of complying with the regulation stipulating extensive disclosure of general cleansing products for intentionally added chemicals. It was also able to leverage the platform to deploy SmartLabel, educate its customers and reinforce trust in its products.

✉ info@qliktag.com

☎ +1 949-760-3888

🌐 www.qliktag.com



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