



SMARTLABEL[®]

What It Is.
What You Need To Know.
How We Can Help.



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The Basics

What is SMARTLABEL?

SmartLabel provides a way for consumers to obtain detailed information on everyday products such as food and beverage, supplement, household, pet care, personal care and over-the-counter. SmartLabel is quick and simple to use, with a consistent digital format that displays up-to-date product information directly from the manufacturer in real-time.

Why is SMARTLABEL good for brands and retailers?

Your products get found anywhere

SmartLabel enables shoppers to find consistent, accurate robust details about your products anywhere they shop, in-store or online.

Boost consumer loyalty

Consumers demand exceptional digital product content on the path to purchase, and SmartLabel caters to this established, fast-growing purchasing behavior.

Assistance with the National Bioengineered Food Disclosure Standard

Whether you choose to disclose bioengineering information by the use of the USDA Bioengineering symbol, on-pack text, or digitally, SmartLabel can support your method of choice.

Assistance with California Cleaning Product Right to Know Act

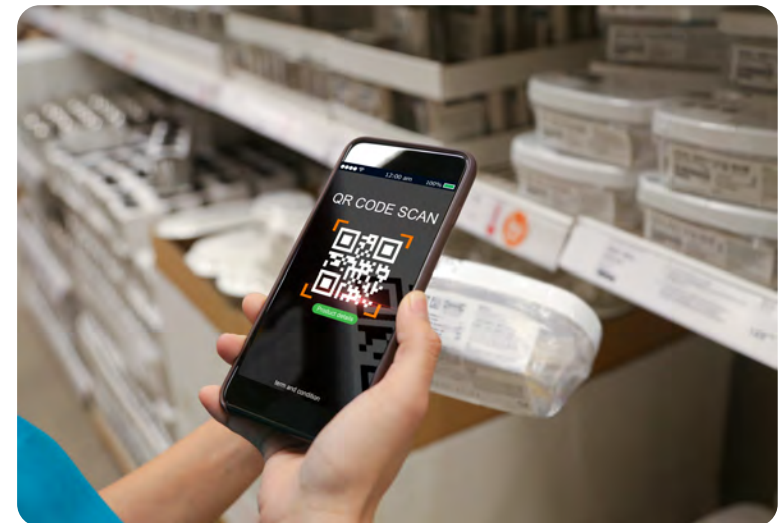
Incorporate information regarding intentionally added ingredients and/or fragrances to products subject to this disclosure.

Consumers Require Transparency!

Now more than ever before, consumers are demanding detailed information about the foods that they eat and products they use.

Enter SMARTLABEL

SmartLabel initiative addresses this demand without crowding labels on packages, by delivering more detailed, transparent product information.



How It Works

How do costumers interact with SMARTLABEL?

SmartLabel enables consumers to find detailed product information about products in a variety of ways. People can access SmartLabel product information from inside a store, at home or at work on any device: **a smart phone, tablet or desktop computer by:**

- ✔ **SEARCHING** the web using any browser (smartlabel.org)
- ✔ **VISITING** the website of a participating brand or manufacturer
- ✔ **SCANNING** the product package that displays a SmartLabel
- ✔ **QR** or digital code with a smartphone

What types of product information does SMARTLABEL provide?

SmartLabel goes beyond the label, including such details as:

- ✔ **Ingredient definitions**
- ✔ **Product Images**
- ✔ **Sourcing practices**
- ✔ **Third-party certifications**
- ✔ **Social compliance and sustainability programs**
- ✔ **Usage instructions**
- ✔ **Advisories and safe handling instructions**
- ✔ **Company and brand information**



Our Solution

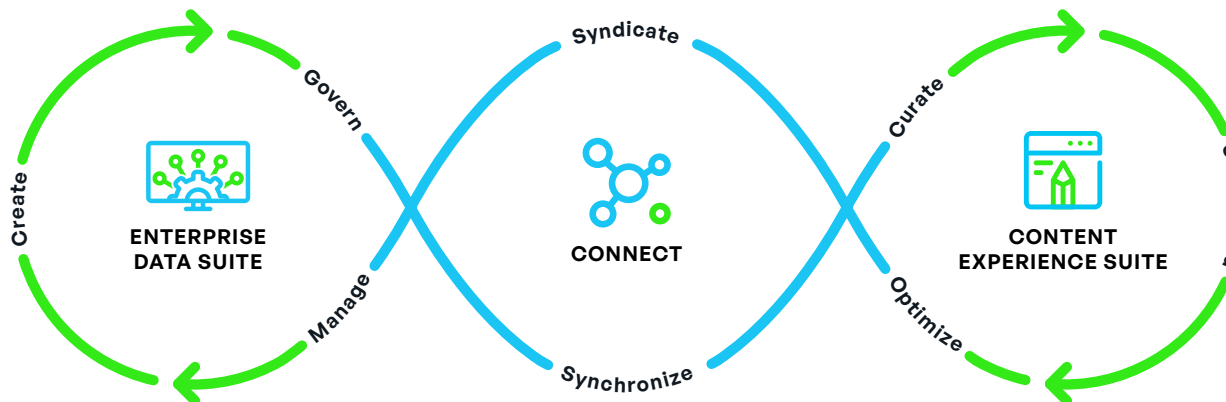
WE CAN HELP.

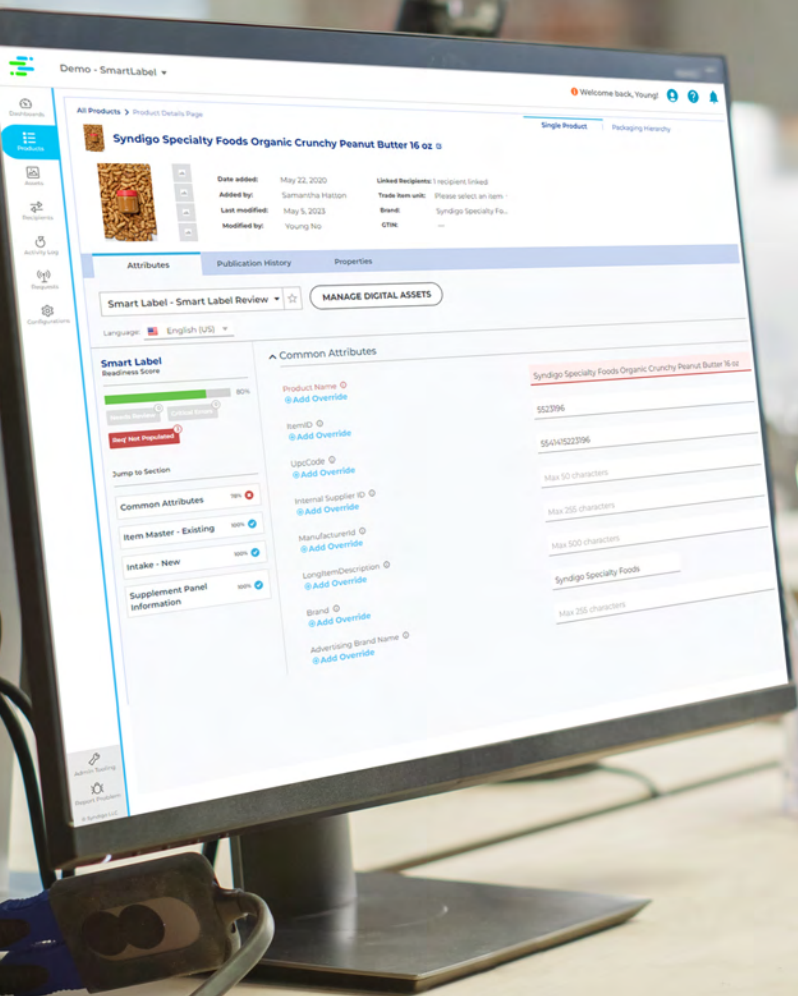
Consumer demand for transparency in the products they use for themselves and their families are fueling industry initiatives like SmartLabel, and Syndigo is your partner for compliance.

By using our solution, you can have a one-stop process to comply with SmartLabel requirements, and understand what data you have and what you need to fulfill the mandatory and voluntary fields on your SmartLabel pages. It's important to note that since we already have your product data, it simplifies the process of building these microsite pages populated with the SmartLabel - compliant product information you need to drive transparency.

Get started with Syndigo's SmartLabel solution

- ✔ **Create** - Our content team of experts can capture the product content that fuels the SmartLabel pages.
- ✔ **Edit** - Brands can alter data quickly through CES to meet consumer needs on demand.
- ✔ **Verify** - SmartLabel microsites are developed, hosted and managed by Syndigo to ensure compliance with the Smart Label requirements.
- ✔ **Publish** - Register SmartLabel pages with the Consumer Brands Association.





Seeing is Believing

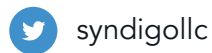
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Syndigo powers modern commerce by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf.

Syndigo serves more than 12,000 global brands and manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare.



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