



The *Topco Product Transparency Initiative* provides Topco members with the tools they need to innovate and compete in today's rapidly changing grocery industry.

This program has three main components:

- Image Library - Visually rich product images
- Attributes - A robust assortment of data and product attributes
- SmartLabel® - Consumer-facing product pages accessible via QR codes

Product images and attributes are available to power e-commerce, shelf tag programs, consumer experience initiatives, custom merchandising opportunities and more!

Topco has partnered with Syndigo™, the global leader in providing product content management solutions to brands and retailers, to bring members the following:

Syndigo is the one-stop-shop that offers product images and attributes in a single platform. The database is your end-to-end solution to collect, create, enrich, and manage all Topco brand and Topco-procured member brand content. For a complete assortment/portfolio solution, Members have the option to purchase national brand content directly from Syndigo. The Syndigo platform includes:

- **Image Library:** Standard marketing, e-commerce, and planogram imagery, as well as nutrition facts, ingredient statements, and barcodes are included
- **Product Attributes:** Provide actionable insights within an own brand portfolio or assortment, to power in-store and e-commerce initiatives. The data can drive improved analytics, product development, regulatory discovery, competitive analysis and wellness programs. Attribute groupings included are:
 - **FDA Nutrient Content Claims** (e.g. low saturated fat, low sodium, high protein)
 - **Allergens & Intolerances** (e.g. gluten-free, lactose-free)
 - **Lifestyle & Therapeutic Diets** (e.g. Keto, Mediterranean, Heart Healthy, vegan, plant-based)
 - **Sustainability & Social Responsibility** (e.g. sustainable practices, fair trade)
 - **Clean Label** (e.g. organic, 5 ingredients or less, no artificial ingredients)

SmartLabel® pages are consumer-facing web pages that provide retailers and brands a consistent format to communicate detailed product information, including information not found on packaging. Digital disclosure through SmartLabel® is also an approved method to comply with bioengineering (BE) regulations. SmartLabel® pages are accessible through the [SmartLabel.org](https://www.smartlabel.org) website and mobile apps using QR Codes/URLs on-pack, and links can be integrated into a retailer or brand websites.

QR Codes enable instant access to SmartLabel® pages, and drive consumers to a wealth of data in one quick scan. Topco offers QR codes to place on-pack, to round out the best-in-class solution, fulfill the need for consumer transparency, and meet BE regulations.

*For questions about Topco Product Transparency Initiative offerings, visit the [TPTI Program Page](#).
Or to request information on how your company can participate in the transparency revolution, contact:*

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