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Global label database saves time and minimizes risks

- ISPO offers access to global product labeling
- Cooperation with the World Federation of the Sporting Goods Industry (WFSGI) and the technology provider Compliance & Risks

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Product labelling through so-called labels is an advantage for consumers all over the world in order to inform themselves directly about the characteristics of a product such as quality or origin. Many countries have legal requirements that apply to labels. But few international standards exist for them. This frequently creates major challenges for manufacturers. Together with the World Federation of the Sporting Goods Industry (WFSGI), ISPO provides access to a continuously updated source of information about labels around the world provided by a global database of Compliance & Risks.

Tobias Gröber, Executive Director of the Business Unit Consumer Goods at Messe München and the Head of the ISPO Group, says: “The Compliant Labeling Requirements (CLR) Database of the WFSGI offers a critical overview of global requirements regarding product labeling – and creates a clear competitive edge for users. With the help of the database, brands and manufacturers can save time and money while also minimizing process-related risks.” Many countries require labels that are issued by government agencies, independent associations or industry organizations for a number of business areas. But the validity of these labels is often only regional or national. “This situation creates a challenge for global players,” Gröber says. “They have to remain constantly up to date about the latest labels in individual countries and make the appropriate changes by the deadline. If they fail to do so, they could face legal and, above all, business consequences like lost sales.” Thanks to the new label database, these risks can be minimized and processes designed more efficiently. One such step could involve proactively informing users when requirements change. If a product launch is being planned for a new market, searches for label specifications can be conducted as part of this work. The service encompasses the following product groups in 49 countries in Africa, Asia, Australia, Europe as well as North and

South America: clothing and textiles, shoes, consumer electronics (wearables), personal protective equipment, sporting goods and bicycles (including e-bikes). Interested brands and manufacturers receive information throughout the year [on ispo.com](https://www.ispo.com). Practical examples and use cases illustrate the benefits of this system.

WFSGI Compliant Labeling Requirements (CLR) Database

The WFSGI's Compliant Labeling Requirements (CLR) Database was introduced in the fall of 2018. Since then, it has been used by such companies as Columbia Sportswear, HEAD, Intersport and Sport 2000. The database draws on the knowledge management platform C2P of Compliance & Risks.

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.