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COLOREDGE IN YOUR CORNER:
YOUR PARTNER FOR THE NEW FDA LABEL CHANGES

As if you don't have enough to worry about, the FDA recently announced new guidelines that require all consumable products companies to update their nutrition facts labels. No need to panic – Coloredge is here to help. We have the people, processes and technology you need to tackle the new FDA label changes head on.

WHAT'S CHANGING?

The FDA's required changes go into effect July 26, 2018, and fall broadly into three categories:

REFRESHED DESIGN

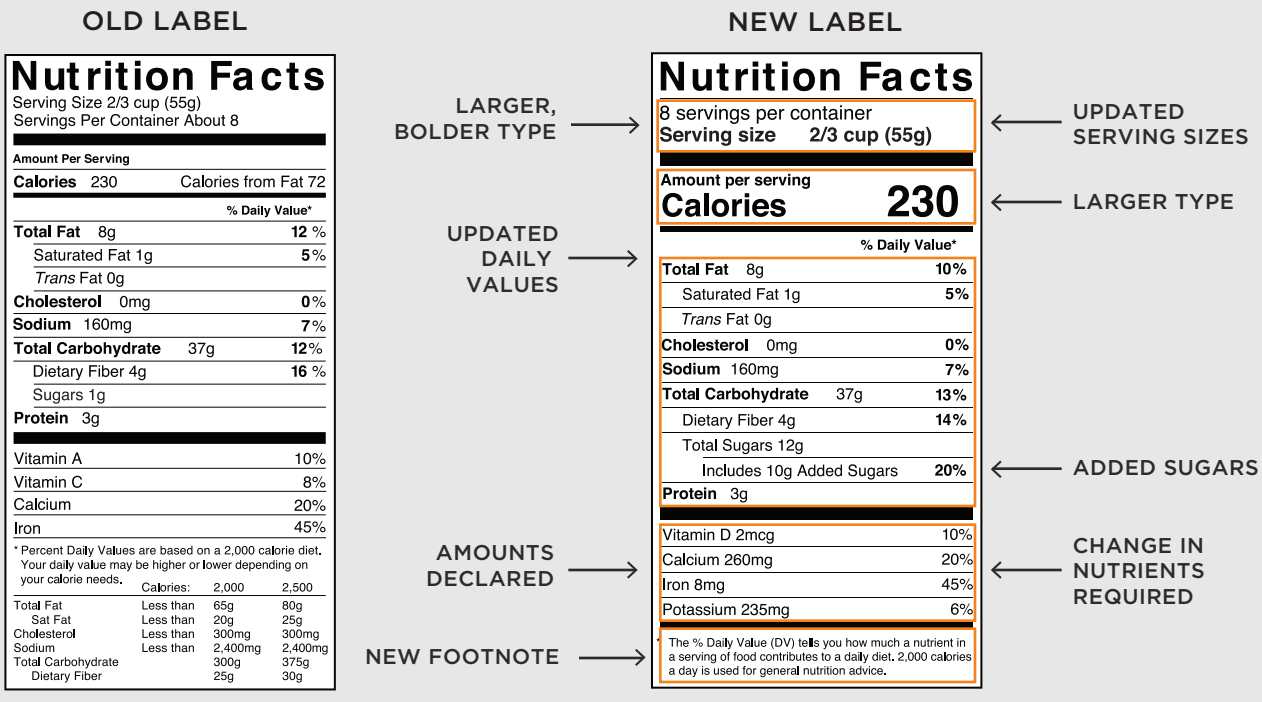
Put away the magnifying glass. The font size used for serving sizes and calories will be larger and bolder under the new guidelines, making it easier for consumers to make informed decisions about what they're purchasing.

UPDATED INFORMATION ABOUT NUTRITION SCIENCE

New labels will feature a more detailed and useful breakdown of consumables. Changes cover everything from updated daily-recommended values to newly added sugars.

SERVING SIZES AND REQUIREMENTS FOR CERTAIN PACKAGE SIZES

Updated labels will reflect new serving size guidelines, finally catching up with how people realistically consume products.



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THE GOOD NEWS.

The good news is that these new label requirements have been needed for a long time. The better news is that most, if not all, companies will benefit from these updates. HOW?

TRANSPARENCY

The new guidelines provide greater transparency between product owners and consumers. No more hidden sugars or breakdowns of unnecessary nutrition science.

EDUCATION

Consumers can now be better educated on the products they're purchasing. The new labels are easier to digest...well, figuratively speaking.

DESIGN REFRESH

The required changes give companies a chance to refresh their branding while they're updating their nutrition facts labels. Anything that lets you stand out on store shelves helps!

STRUCTURE / FILE MANAGEMENT

Do you know where your assets are? Are they organized in one location? This is the first update since 1990, and it may not be much longer until continued updates are made.

THE COLOREDGE SOLUTION

Before you reach for the Pepto Bismol, consider that the new label guidelines actually create an opportunity for companies to enhance their branding and deepen customer relationships. That's where Coloredge comes in. From Discovery and Workflow through Technology and Implementation, we will work seamlessly within the unique contours of your creative, labeling and packaging development processes – even helping you better manage your assets!).

CALL US. YOU'LL SLEEP BETTER.

With Coloredge on the case, no company needs to take on the FDA label changes alone. Contact us today and learn how one of the most trusted names in the packaging industry can help you implement the FDA's nutrition label changes.