



The impact of Brexit on food labelling

How label printing solutions by DTM Print helps food and drink producers, manufacturers, retailers and suppliers to print compliant labels as of 1 January 2021

With leaving the EU on 31 January 2020 a transition period started, lasting until the end of 2020 while the UK and EU negotiate additional arrangements. During the transition period the rules written down in EU Food Information for Consumers Regulation (No.1169/2011) outlining the requirements for businesses, which are providing food sold prepacked and non-prepacked (loose) such as food sold in a restaurant or takeaway will continue to apply. That means all food businesses need to provide information about the ingredients and allergens used in food sold or provided by them as well as the nutritional declaration, the date of minimum durability or the 'use by' date and special storage conditions and/or conditions of use.¹

As of 1 January 2021 new rules will take effect. UK businesses will need to make amendments to labelling of food products to reflect the fact that the UK will no longer be classified as part of the EU. This will impact imported, exported and UK sourced food products.

The below changes will need to have been made by the businesses:

- Food Business Operator (FBO) Address: Pre-packaged food exported to the EU from the UK must include an EU address for the FBO
- EU Organic Logo: The EU Organic Logo cannot be used on any UK organic food after

1 January 2021 unless the EU recognises the UK control body from which you have received certification as fit for the EU market. (If no equivalency deal is met with the EU, UK sourced organic food or feed cannot be exported to the EU.)

- EU Emblem: The EU Emblem cannot be used on any goods produced in the UK without authorisation from the EU.
- EU Health and Identification Marks: For products of animal origin (POAO) exported from the UK to the EU, the current EU oval mark must be replaced with the new UK health mark
- Country of origin: Following the EU exit, food can continue to be labelled with its specific country of origin but MUST NOT be labelled as EU origin unless it is from an EU member state. Food with a UK origin must not be labelled as EU origin.²

The Department for Environment Food & Rural Affairs (DEFRA) has released a specific guidance on food labelling, which can be found here: <https://www.gov.uk/guidance/food-labelling-changes-after-brexit>.

In order to have food product labels that are compliant to the new regulation it's not enough to list the ingredients and allergens that are included in a product and to show the correct logo, country of origin or health mark. It's also mandatory to use a certain font size depending on the size of the label.

A product label is the first source of information for people. Labelling is regulated to protect consumers who should have the correct information to make confident and informed food





choices based on diet, allergies, personal taste or cost. Recent studies have shown that the readability of information is a key factor to the consumer's purchasing decision.

There are several different printing solutions out there helping food and drink producers, manufacturers, retailers and suppliers to produce their products labels. One of them is DTM Print, an international OEM and solution provider based in Germany with years of experience in developing individual printing services. Beside own products, the company works closely with well-known manufacturers like Primera Technology and OKI Europe to provide the best possible printing solution for compliant product labels as well as POS and retail applications.

The company provides customers everything needed to print their own labels: Label printers using inkjet, colour laser or digital LED technology, customised software solutions, POS applications e.g. label kiosks, special accessories like label applicators, foil imprinters, re- and unwinders and a wide selection of DTM certified Genuine Label Stock of approved inkjet and dry toner materials, available in any size or shape.

In addition, DTM Print recently announced the sales start of new the LX610e Color Label Printer. The LX610e is the only full-colour, desktop label printer/plotter in the world that delivers photo-quality product labels in any size and shape. It combines colour inkjet label printing with a built-in digital die-cutting mechanism. The printer features a built-in die-cutting knife blade for cutting labels into custom shapes and sizes and also a built-in "pizza-wheel" style cutter for horizontal cutting of labels.

LX610e includes an easy-to-use software, called PTCreat, for laying out print and cut files. That allows the fast production of custom labels of virtually any size or shape all in one process. Like any other desktop colour label printer the LX610e can also be fed with standard pre die-cut labels and tags for just printing.

At Natural & Organic Products Europe, taking place at 19-20 April 2020 in London, DTM Print presents its wide range of label printers, including the brand-new LX610e, label applicators and label substrates at its stand T43. 

1Source: Guidance: Food and drink labelling changes from 1 January 2021, 23 August 2019,

<https://www.gov.uk/guidance/food-labelling-changes-after-brex>

2Source: Packaging and labelling: How to label your food packaging products and the legal requirements that you have to follow as a food business, 18 January 2018, <https://www.food.gov.uk/business-guidance/packaging-and-labelling#labelling-food-pre-packed>