

LABELSYNC™

Create best-in-class SmartLabel™ pages to drive consumer engagement through increased product transparency.

91% of consumers value in-depth product information beyond the label.

81% are willing to switch to a brand that provides more in-depth information.

By not delivering accurate and timely product information, brands are providing a broken and unreliable experience for consumers searching for products based on their needs.

Introducing LabelSync

LabelSync is the industry's most comprehensive solution for product data distribution, powering product transparency and regulatory compliance by providing brands with accurate and verified product data to fuel SmartLabel pages. Brands have the opportunity to leverage their LabelSync data to help fuel e-commerce, shopper marketing and customer engagement initiatives.

By harnessing complete product attribute profiles, LabelSync enables you to generate, collaborate, customize, and distribute your data with ease.

The LabelSync Solution

Onboarding

Seamlessly onboard existing product content into the LabelSync platform through your package flats or GDSN data feed, via our partnership with 1WorldSync, the leading provider of product content solutions. This allows you to overcome the challenges of maintaining accurate and current data that matches from packaging to digital page.

Product Data Verification

Add, edit and verify your product data within LabelSync's Publisher platform. Label Insight's Subject Matter Experts work with you to generate a complete and accurate product data profile, allowing you to highlight important product attributes beyond the label.

Implementation and Distribution

In addition to all regulatory compliance capabilities, LabelSync's flexible functionality provides additional opportunities to educate consumers and leverage SmartLabel to deliver enhanced digital transparency and deeper e-commerce integration.



Benefits of LabelSync

Cost-Effective Regulatory Compliance

LabelSync offers 100% compliance with all standing and evolving regulations and provides you with the opportunity to use the comprehensive SmartLabel design to exercise all digital disclosure options, including:

- Bioengineering Disclosure
- Nutrition Labeling and Education Act
- California Cleaning Product Right to Know Act

Improved Product Transparency

LabelSync offers a true beyond the label experience to support product features and benefits that physical packaging can't accommodate, including:

- Ingredient definitions
- Extended allergen information
- Product recalls
- Marketing claims and certifications
- Sustainability initiatives or other relevant information featuring your brand mission

Accurate Product and Attribute Data

Unify data sources and leverage the SmartLabel API to send and receive verified data from current SmartLabel pages for any external data needs. Populate PIM or data syndication systems using verified SmartLabel data as the single source of truth.

Deeper E-commerce Integration and Engagement

Expand the commercial experience of SmartLabel without sacrificing high-quality, flexible regulatory compliance capabilities:

- **Product Page Widget** - Easily embedded in any dot.com experience, helping increase ROI on direct to consumer product pages.
- **Intermediate Menu** - Advertise, promote and educate within industry guidelines.
- **In-application Banner** - Provides a platform for prominent and impactful information.