

## Packing your goods

Since you want your products to arrive at your customer's door on time, in one piece and free of legal tangles, you have to take special care in packing, marking and labelling them. Here are some things to consider:

- Assume they'll have a bumpy ride, particularly if you're shipping them overseas with repeated loading and unloading. Pack them to survive rough-and-ready cargo handlers and poor roads.
- During transit, handling and storage, your goods may have to endure bad weather and extreme temperatures. If they need special temperature controls or other protective measures, be sure they get them.
- The type of shipping may determine the kind of packing you should use. For example, if the goods are carried by ship, you need to know whether they will be placed above or below deck.
- Remember that proper packing can reduce the risk of theft during transit.

Two useful guides are *Safe Stowage: A Guide for Exporters* and *Export Packaging: A Guide for Exporters* are available at [www.infoexport.gc.ca/shipping/menu-e.htm](http://www.infoexport.gc.ca/shipping/menu-e.htm).

## Marks and labels

Be sure your goods are properly labelled. Markings on containers must identify the buyer, the port of entry, gross and net weights, the country of origin, and any cautions. You must also include a packing list identifying the contents of each container, and all markings must agree with those on the bill of lading or other shipping documents.

If labelling, packaging or advertising restrictions apply to your goods, take them seriously. Your product may not clear customs if labels don't conform to local requirements for things like product weight or electrical standards.

You should note that the European Community and China have recently adopted legislation that requires 'marking' for many products sold there. For more information about the CE mark (Conformité Européenne) go to [www.delcan.cec.eu.int/english/4A1.cfm](http://www.delcan.cec.eu.int/english/4A1.cfm). Information about the CCC mark (China Compulsory Certification) can be found at [www.cnca.gov.cn](http://www.cnca.gov.cn).

Marking distinguishes your goods from those of other shippers. Marks shown on the shipping container must agree with those on the commercial invoice or bill of lading, and may include some or all of:

- the buyer's name or some other form of agreed identification;
- the point/port of entry into the importing country;
- the gross and net weight of the product in kilograms and pounds;
- identification of the country of origin, e.g. "Made in Canada";
- the number of packages;
- appropriate warning or cautionary markings; and
- a packing list, plus one copy in each container, itemizing the contents.