

- warnings and/or cautionary markings, if necessary; and
- the packing list, plus one copy in each container, itemizing its contents.

If a firm has little experience in exporting and shipping, it is advisable to have export packing and marking done by a freight forwarder.

## **PRODUCT LABELLING: NOMS AND OTHER REQUIREMENTS**

Product labelling in Mexico is governed by the *Ley Federal de Protección al Consumidor*; Consumer Protection Act. It should be noted that labelling requirements for imported goods sold in Mexico are essentially the same as for domestic goods, with, in some cases, additional information needed about the importer and exporter. Since the labelling requirements for goods sold in Mexico are enforced at the border, ensuring they have been met should be considered part of the shipping and exporting process, as well as the manufacturing and packaging process.

The Consumer Protection Act requires that all information contained on a product or its labels, containers and packages be in Spanish. But the labelling decree of June 19, 1987 allows pre-packaged goods to enter Mexico with foreign labels as long as minimum Spanish labelling is added by affixing stickers. Later regulations have been more strict on this score, however, and exporters should ensure that they have the latest information with respect to labelling.

Labels must identify the importer, the exporter and the product. They must also contain instructions for use and care, or assembly, if necessary. In most cases, the product instructions can be either on a label or in a separate booklet as long as the consumer is advised to read the instructions. Warranties, if applicable, must be in accordance with standards set out under the Consumer Protection Act and specify the location of service centres in Mexico.

Official standards, known as *Normas Oficiales Mexicanas (NOMs)* apply to a wide range of consumer products and capital goods sold in Mexico, whether domestic or foreign, and these standards have labelling requirements that imported goods have to meet. In most cases, goods subject to *NOM* regulations have to meet these requirements at the border. *NOM* labelling requirements are in addition to the general labelling requirements.

More information on *NOM* regulations can be obtained from Mexican government officials, who can also help with information on how to meet with all the requirements.