

be impractical for many Canadian exporters of goods for retail sale to take advantage of the non-affixed label provisions. Most will find it more practical to affix the labels in Canada, because this verification process does not apply.

NAME OF MANUFACTURER

The regulations provide that for imported products, the name and address of the registered importer must appear on the label in lieu of the manufacturer's name, as is required on domestic product labels. The name of the manufacturer must be submitted to *Secofi* by the importer. The regulation notes that this information is to be used to facilitate complaints, but that otherwise, the importer's source of supply is considered legitimate proprietary information.

METRIC SYSTEM

Information on product labels must be in accordance with *NOM-008-SCFI* which defines metric system designations. This regulation requires that a comma be used as the separator for decimal units. The *Procuraduría Federal del Consumidor (Profeco)*, Consumer Protection Office, has indicated that decimal points will be acceptable, but this is not official.

MULTIPLE OR COLLECTIVE CONTAINERS

There are special requirements for "multiple" or "collective" containers. A multiple container is one that contains smaller packages of the same product. A collective container is one that contains smaller packages of more than one product. If the individual package cannot be readily seen through the external container, without opening it, then all of the required information must appear on the outside of the external container. If the multiple container will normally be opened to sell individual packages to consumers, each package must be individually labelled.

QUANTITY STATEMENT

Requirements for the design of product labels are set out in *NOM-030-SCFI*. This regulation defines the *superficie principal de exhibición*, principal display panel, as the area where the product's trade name appears. The generic labelling regulation requires that the quantity statement must also appear in this area of the label. Other required information may appear elsewhere on the label. The bottom of a container may not be the principal display area unless there is no other labelling on the package.

The type to be used for the quantity statement must conform to minimum sizes set out in the regulation. In addition, space equal to the typeface height must be provided above and below the quantity specification and twice the width of the typeface must be allowed on each side.

The required type height depends on the size of the principal display area. Methods for calculating the principal display area for different product shapes are provided. For example, the display area of a bottle is considered to be 40 percent of the result of multiplying the height of the container, excluding necks and shoulders, by the bottle's largest circumference. For rectangular packages, the display area is the height multiplied by the width. The regulation contains methods for computing the principal display area for a number of different shapes. *Secofi* will

issue rulings on the correct display area for irregular packages. The bottom of a container cannot be the principal display area unless there is no other labelling on the product.

The quantity statement must be preceded by the word *Contenido*, content. For example, a box of 10 pencils would be labelled *Contenido: 10 lápices* or *Contenido: 10 unidades*. This may be abbreviated as *Cont.* If the product is measured by volume or mass, the quantity statement should be stated as *Contenido neto*, net content, which can be abbreviated as *Cont. net*.

Finally, there are special provisions for products packed in liquid. These products must be labelled according to their drained weight, and the label must include the designation *Masa Drenada*, net drained content, ahead of the quantity statement.

INSTRUCTIONS OR MANUALS

If the product requires instructions or a manual, this information must accompany the product. If it is provided in a separate document, the label must call attention to it with the designation *Véase Instructivo Anexo* or *Manual de Operación Anexo*. In addition to information necessary to use the product appropriately, instruction manuals must include the following details:

- the name or trade name of the manufacturer or importer, along with the relevant address and telephone number in Mexico;

Principal Display Area (square centimetres)	Minimum Height of Letters and Numbers (millimetres)
Up to 32	1.6
Greater than 32 up to 161	3.2
Greater than 161 up to 645	4.8
Greater than 645 up to 2,580	6.4
Greater than 2,580	12.7

Source: *Secretaría de Comercio y Fomento Industrial (Secofi)*, Secretariat of Commerce and Industrial Development, Orientation Guide for *NOM-050-SCFI-1994*.