

GENERAL GUIDELINES FOR LABELING

This guide presents the basic information required for most packaged consumer products. In general, three declarations (Identity, Quantity and Responsibility) are required on consumer packages.

DECLARATION OF IDENTITY

1. This is the name specified by any Federal or State law, the common or usual name, or, in the absence of this, the generic name or appropriate description.
2. This statement shall appear on the principal display panel and shall not be misleading or deceptive.
3. The statement shall be generally parallel to the base of the package.

DECLARATION OF QUANTITY

1. A declaration of the net quantity of the commodity in the package shall appear in the lower 30% of the principal display panel of the package.
2. The quantity shall be expressed in appropriate terms of measure that give accurate and adequate information as to the quantity of the commodity.
3. The statement shall appear generally parallel to the identity statement and to the base of the package.
4. The minimum type size required for all numbers and letters in the quantity declaration is determined by the area of the principal display panel as follows:

| <u>AREA OF PRINCIPAL DISPLAY PANEL</u> | <u>MINIMUM TYPE SIZE</u> |
|--|--------------------------|
| 0 to 5 square inches | 1/16 inch |
| 5+ to 25 square inches | 1/8 inch |
| 25+ to 100 square inches | 3/16 inch |
| 100+ to 400 square inches | 1/4 inch |
| Over 400 square inches | 1/2 inch |

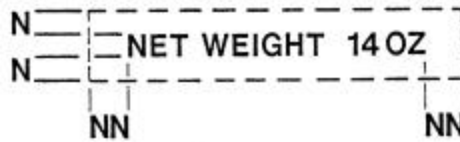
If upper and lower case letters are used in the declaration, the lower case letters must be in compliance with this minimum type size requirement.

5. A dual quantity declaration is required for standard packages whose net quantity is one pound or more but less than four pounds, or one pint or more but less than one gallon. It is also highly recommended that the metric equivalent be stated.

EXAMPLES: NET WT 16 OZ (1 LB)(453 g) 32 FL OZ (1 QT)(946 ml)

6. The term “net weight” or an accepted abbreviation is required to be stated with the declaration of quantity in units of weight.
7. The quantity declaration shall be surrounded by an area free of printed information:
 - Above and below, by a space equal to the height of the lettering used in the declaration; and
 - To the left and right, by a space equal to twice the width of the letter “N” of the style and size of type used in the declaration.

The requirement for free area (i.e., the amount of area that must be free from other printed matter) is illustrated below. Note that the specification of free area is in terms of the actual type used in the quantity declaration.



DECLARATION OF RESPONSIBILITY

1. The complete name and address of the manufacturer, packer, or distributor shall appear on the label of the package. The name shall be the actual corporate name, or, when not incorporated, the name under which the business is conducted. The address shall include the street address, city, State, and ZIP code; however, the street address may be omitted if this is shown in a current city directory or telephone directory.
2. If the company stated in the responsibility declaration is not the manufacturer of the commodity, the company name shall be qualified by a phrase that reveals its connection to the commodity, such as "Manufactured for and packed by _____," "Distributed by _____," or other wording of similar import that expresses the facts.

OTHER REQUIREMENTS

1. Contact your local Measurement Standards Branch office for more information in the following situations:
 - a. A few commodities may be subject to additional labeling requirements or restrictions on the use of certain terms in labeling. Some of these commodities are:

| | |
|--------------------------------|------------------------|
| 1) Hawaii-grown coffee | 4) "Island fresh" milk |
| 2) Hawaii-grown macadamia nuts | 5) Fertilizer |
| 3) Hawaii-made products | 6) Acacia koa wood |
 - b. Depending on the type of package or labeling, there may be differing regulations or exceptions to the general label requirements such as those pertaining to non-consumer packages, random weight packages, multi-unit or variety packages, spot or header labels, etc.
 - c. Multipurpose-type labeling is prohibited for consumer packages (except as provided by federal or state law). This includes multi-identity, multi-quantity, and multi-style declarations on the label.
2. Food products are subject to the requirements of the Food and Drug Branch of the State Department of Health. Food products consisting of two or more ingredients are required to have an ingredient statement. In addition, a nutritional statement may be required. For more information on these, as well as other requirements such as standards of identity, the placement and minimum type size required for mandatory information, use of terms representing geographical origin, etc., please contact the Food and Drug Branch at 586-4725, or the Food and Drug Inspector on your island.

In an effort to prevent labeling non-compliance, we recommend that your proposed label format be reviewed prior to printing. A copy of your label may be submitted to the following locations:

MEASUREMENT STANDARDS BRANCH OFFICES

| | | |
|------|--|---------------------------------------|
| Oahu | 1851 Auiki Street, Honolulu, HI 96819-3100 | Ph. (808) 832-0676/Fax (808) 832-0683 |
| Maui | 635 Mua Street, Kahului, HI 96732-2322 | Ph. (808) 873-3555/Fax (808) 873-3586 |