Certifying, Patenting, Standards, Packaging, Labeling and Branding and Advertising

- What are they?
- Why standards?
- What is Packaging?
- Why should you label your product?
- Brand Image
- Barcode
Certifying, Patenting, Branding, Labeling, Standards and Advertising

- Value adding activities
- Standardization, quality management, testing, metrology, product certification, and accreditation are closely linked as integrated services that can be performed under one roof.
- Certification is a method for increasing a buyer's confidence in a product and for furnishing product information.
- In many developing countries, all these activities are conducted by the same organization.
Counterfeit and Substandard Products

- Every buyer is satisfied when buying goods with a label “Made in .......”
- This attests to the technological achievements of that country
- However there are cases of counterfeits and substandard products in circulation
- “Counterfeiting” covers manufacturing, producing, packaging, repackaging, and labelling.
- It involves making, whether in Tanzania or elsewhere, of any goods whereby those protected “genuine” goods are imitated in such manner and to such degree that those other goods “counterfeits” are identical or substantially similar copies of the protected goods.
Main reasons for Existence of Counterfeit and Substandard Products

- People who trade in counterfeits are more or less organized criminals who make huge profits which they then use to interfere with effective enforcement of anti-counterfeits laws and regulations.
- Most counterfeits find their way in the export market through illegal entry points.
- Poverty, low prices and lack of consumer awareness of effects of counterfeits and substandard goods are also responsible for the rampant trade in counterfeit goods.
- Weak control system of counterfeit and substandard goods.
Counterfeit products

- Counterfeiters are able to sell more products/goods thus making more profit than selling only genuine products
- Corruption is endemic.
The Role of TBS

- Tanzania Bureau of Standards has responsibility for all these activities which comprise standardization in its totality.
- Product certification is intended to confirm that a particular product conforms to one or more specified standards, thus providing the user with explicit or implicit information about the characteristics and/or performance of the product.
- Certification is a method for increasing a buyer's confidence in a product and for furnishing product information.
Counterfeit product

- Definition: It is an unauthorized imitation of a branded good of a designer, investor or producer for the purpose of defrauding or deceiving the consumer of the said product into believing that it is the original.

- Counterfeit products occur when the Intellectual Property Rights (IPR) has been stolen.
Substandard Goods

- Definition of ISO: A standard is an activity of establishing, with regard to actual or potential problems, provision of common and repeated use, aimed at the achievement of optimum degree of order in a given context.
- A standard is intended to make a product, process or service fit for its purpose.
- A standard is also defined as a document, established by consensus and approved by a recognized body that provides for a common and repeated use, rules, guidelines or characteristics for activities or their results, aimed at the achievement of optimum degree of order in a given context.
Standard products

- Standardization when applied in industrial goods does not only serve in assisting industries to produce goods which are safe and of sound quality, but such standards do serve the following:
  - Prevent unscrupulous trade practices such as sale of products, which are adulterated or selling of products that are sub-standard.
  - Assist in removing trade barriers by the application of specific authoritative standards instead of using separately devised technical agreements, between say, two producers.
Standard Products

• Provide or promote communication between producers, manufacturers and consumers in terms of terminology and the provision of informative labelling, operation manual etc.

• Improving the nutrition status of the population

• In standardization the primary issues that are normally addressed are quality and safety, as they relate to Process/method suitability, Conformity with legal requirements, Consumer protection and product acceptance
Locally Manufactured Products

- In order to have an effective linkage in standards of products, good linkage must be established among the key players; which would include the involvement of institutions responsible with the development and implementation of standards and quality grades.
- Consumers’ decisions on product purchase in the market are primarily influenced by his level of product awareness.
- The presence of any organization which could play part in influencing his decision making can play part in the improvement of product quality, as well in enabling him to take a leading role in standardization; including quality grading.
TBS

- One of the major achievements in Tanzania in consolidating linkage on standardization and quality grading is having in place of the Tanzania Bureau of Standards, as a key player, together with other institutions, which in one way or another contribute in standards development and quality grading.
- Tanzania Bureau of Standards (TBS) started certification activities in 1982
Role of TBS cont’d

- In Tanzania, if a manufacturer or supplier attests to the fact that his product meets one or more standards, the process is called *self-certification*.
- This process is also known as a *manufacturer's declaration* in other parts of the world. The manufacturer's capability, integrity, and reputation determine the degree of confidence that can be placed in self-certification.
Role of TBS cont’d

- *Third-party certification* is the term applied to the process by which an organization, independent of either the manufacturer or supplier, assesses the product's conformance to one or more standards.

- A manufacturer's overall quality control program may also be examined as part of the certification process.

- A quality control program is a series of activities designed to assure that quality is being maintained at all phases of production.
Third Party Certification

- Type-testing/Initial Inspection
- Audit-Testing
- Surveillance of the Manufacturing Process
- Field Investigations
- Batch-testing
- 100 Percent Testing
Food Safety Standards

- For a food safety management system, standards demonstrate its ability to control food safety hazards in order to consistently provide safe end products that meet both the requirements agreed with the customer and those of applicable food safety regulations.
- Aims to enhance customer satisfaction through the effective control of food safety hazards, including processes for updating the system.
Industrial Support Organizations (ISO’s)

- Various ISOs have been mandated to carry out the certification function in order to assist manufacturers in adding value to their products and services.
- Certification function in food control is the procedure by which official certification bodies or officially recognized certification bodies provide written or equivalent assurance that food or food control systems conform to requirements.
- The Tanzania Bureau of Standards (TBS) offers a number of Certification services for agricultural produce and processed products.
TBS Certification

- The ‘tbs' standards mark symbol (the white cogwheel in the figure below) on a product indicates that samples of that product are independently and routinely tested and certified by TBS against the relevant Tanzania standards.
- To be patentable an invention must be novel, inventive and have a commercial use.
- Switching from Selling Commodities to Brands
TBS Label
Patenting

- A patent gives a monopoly right to exploit an invention for 17-20 years.
- Small scale farmers and SME’s are custodians of the world’s resources.
- They have knowledge and skills related to tangible products.
Branding and Advertising

- Branding may be defined simply as the process by which both a brand and brand identity are developed.
- It may also be defined as the process by which a commodity in the marketplace is known primarily for the image it projects rather than any actual quality.
The essence of successful branding is when the brand delivers consistently, a clearly defined, appealing offering that sets it apart from its competitors.

Branding does not work in isolation, The additional ingredient that makes a brand successful is differentiation or its personality.
Successfully Branding the Commodity

- As there has been proliferation of consumer marketing and branding over recent decades, it makes sense that when branding a commodity you adopt the successful strategies used by the consumer marketing industry.
  - Follow the ideas of the consumer marketer
  - Define a strategy for brand differentiation
  - Implement strategies to support the additional value added
Branding Commodities

- Branding is not simply an after-thought, rather it’s an add-on.
- The brand lies at the very heart of the organization and determines corporate actions.
- The organization needs to understand and communicate, internally and externally, the essence of its brand.
- The rewards for embracing and developing a strong, successful brand are high—and not just for the brand owner but for all stakeholders.
Branding Commodities

- **Brand** is the proprietary visual, emotional, rational, and cultural image associated with a company or a product.
- The purpose of having people remember the brand name and have positive associations with that brand is to make their product selection easier and enhance the value and satisfaction they get from the product.
Labeling

- All written, printed, or graphic material accompanying a product at any time or written, printed, or graphic material about the product displayed at retail stores about the product, may be considered as a label.
- Normally guidance on food labelling is provided or required in aspects such as:
  - Place of origin
  - Name and Address of Manufacturer, Packer or Supplier
  - Quantitative Ingredient Declarations (QUID)
  - Batch or Lot marking
  - Expiry, best before, use by – dates
  - Nutrition labelling

Labels are provided to customers to tell them what they are buying.

The name of the product therefore, should not be misleading.
Packaging

- Packaging is complex, dynamic, scientific and artistic segment of business operations.
- It is an operation which is vital for agricultural and industrial production, consumer protection; as well as for safeguarding commodities from undue spoilage, acting as barrier to contamination and loss, deterioration or physical and chemical damages;
Definitions of Packaging

- The Tanzania Standard (TZS 538-1991) has defined packaging as an art and the operations involved in the preparation of commodity; including food for packing, handling, storage sale and delivery.
- Other definitions (Paine 1983) are:
  - A coordinated system of preparing goods for transport, distribution, storage, retailing and use,
  - A means of ensuring safe delivery to the ultimate consumer in sound condition at minimum cost,
  - A techno-economic function aimed at minimizing costs of delivery while maximizing sale and hence profit.
- Good packaging is a good commodity marketing tool.
- Correct packaging is essential to achieve the above stated objectives.
Packaging Technology

- The important facts to consider in packaging are:
- Facts about the product nature and other characteristics,
- Facts about the transport hazards,
- Facts about the market,
- Facts about packaging materials and forms, machinery
Packaging Technology

- Solutions to packaging problems may differ from region to regions
- Variations are a result of factors such as economics, the availability or access to packaging materials, infrastructure, distribution systems, climatic condition and consumer habits
- The above factors also do have influence on the relevant technology that could be adopted on packaging.
Packaging Materials

- The major types of containers and packaging materials can thus be divided into two broad types
  (a) The outer container or shipping container
  (b) Retail container or consumer unit.
Packing Materials

- Types of principal outer or shipping containers are:
  - Timber and plywood cases and crates
  - Wooden casks and plywood kegs
  - Steel and aluminium drums.
  - Fibre drums.
  - Solid and corrugated fibre board cases
  - Sacks made of textile (jute, sisal, cotton, linen) and of plastic and paper
  - Bales
  - Plastics reinforced with fibre glass.
2 Classes of retail containers are:
• Metal cans and metal ended composite containers
• Glass bottles and jars
• Moulded, rigid and semi rigid plastic containers.
• Collapsible tubes made in both metal and plastic
• Folding and rigid paper board boxes and cartons
• Moulded paper containers.
• Flexible packages made of paper, paper board, films, foils, laminates which are used for wrappers, bags, envelopes, satchets etc.
Packing Materials

The major packaging materials available for most agriculture produce are:

- Rigid ones
- Glass (moulders for different shapes not adequate in Tanzania)
- Pottery
- Metals (cans, tins)
- Plastic bottles, jars, tubes, cups and trays
- Wooden
- Paper board.
Packing Materials

- Flexible packaging
  - Papers
  - Films (plastic films, including low density polythene and medium and high density polyethylene, polypropylene, cellulose (cellophane))
  - Foils (aluminium)
  - Cloth or vegetable fibres (cotton, jute, linen, sisal and coconut).
  - Leaves.

The applicable technology in making each of the packaging material is as given below.
Barcode

- After fulfilling all the requirements enumerated above, a company may be able to export its products in the expanded EAC market with confidence.
- Acquiring a Barcode is an added advantage because a product at the shelf can readily be traced to the producer and any fake or substandard products can not be associated to the real producer.
Conclusion

- With appropriate linkages, Tanzania can excel in export of products in the EAC
Get Ready to Export

- After fulfilling the major requirements, get ready to export with confidence in the expanded EAC market.
Thank You