CODE TRACX

IN THIS ISSUE

In India, where packaged foods have been required to display back-of-package (BoP) nutrition details for years, it lacks front-of-package labelling (FoPL).

India's apex food regulator, The Food Safety and Standards Authority of India (FSSAI), wants companies to be more transparent when they label their products to guide people to choose healthier food options. Soon, packaged food and beverage products sold in India will be labelled with a health star rating (HSR), which ranks a packaged food item based on sodium, sugar, and fats printed on the front of the package. This rating system will be the first of its kind in India, which is plagued by lifestyle diseases.

Shiva Kabra
Joint Managing Director | Control Print Limited

INDIA: A GUIDE TO FSSAI'S OFFICIAL HEALTH STAR RATING (HSR)

Suresh Suryawanshi
Product Manager - Thermal Inkjet Printer (TIJ) | Control Print Limited

Global evidence indicates that FoPL labels can influence consumers' choices by nudging them towards healthier options. The FSSAI is seeking input from industry associations for evaluation through a scientific panel so that its proposed health star rating (HSR) model can be incorporated into the final regulations drafted by the Ministry of Health and Family Welfare (MoHFW). Milk and dairy products are exempted from the proposed FoPL, as they were covered in the earlier FSSAI draft notified in 2019. In addition, the Scientific Panel recommends voluntary implementation of FoPL in 2023 and a transitional period of four years before making it mandatory," said Arun Singhal, Chief Executive Officer, The Food Safety and Standards Authority of India (FSSAI).

The FSSAI further stated that they would align the proposed threshold levels with the 'FoPL Models' already adopted in other developed countries such as the UK, Chile, Mexico, France, Italy and Australia and WHO Population Nutrient Intake Goals Recommendations.

The World Health Organization (WHO) defines front-of-package (FoP) labels as nutrition labelling systems displayed on the front of food packages in the main field of view, presenting simple, often graphical information on the nutrient contents or nutritional value of products.

Download the WHO guiding principles and framework manual for front-of-pack labelling for promoting healthy diets developed to support countries in developing, implementing, monitoring and evaluating an appropriate FoPL system.

The Food Safety Compliance System (FoSCoS) licensing application portal by FSSAI will be updated with a new feature where a food business can submit details of their products to generate a Health Star Rating (HSR) certification. FSSAI will analyze the nutritional content of a 100-milligram (mg) serving size of packaged foods. On the basis of the review, the Health Star Rating (HSR) certificate will be issued for the individually packaged food product. These ratings will be given by the Food Safety and Standards Authority of India (FSSAI), depending on the product's facts.

India's household spending on healthy food and beverage products is expected to increase threefold and will reach a market size of US$ 30 billion in the next five years.

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QR CODES ON SCHEDULE H2 DRUGS: WILL IT ADDRESS THE ISSUES OF COUNTERFEITING?

February 15, 2023: The Ministry of Health and Family Welfare (MoHFW) issued a gazette on November 17, 2022: GSR 823(E). Copies of the official gazette were made available to the public on June 15, 2022, after which the central government considered objections and suggestions received from the public on the draft rules.

The highlight of the notification is: Manufacturers of drug formulation products, as specified in Schedule H2, shall print or affix a barcode or quick response code (QR) on their primary packaging label or, in case of inadequate space in the primary package label, on the secondary package label that stores data or information legible with a software application to facilitate authentication.

It will become mandatory for pharmaceutical companies to affix QR codes/barcodes on the pack of 300 formulations as specified in Schedule H2 from August 1, 2023.

The QR code/barcode on being scanned shall include the following particulars: unique product identification code, proper and generic name of the drug, brand name, name and address of the manufacturer, batch number, date of manufacturing, date of expiry and manufacturing licence number. This has been implemented to curb the sales of counterfeit and spurious drugs that have been flooding the Indian market.

ETHealthworld spoke to Shiva Kabra, Joint Managing Director of Control Print Limited, to understand the implementation and impact of this initiative in curbing the sales of fake drugs that the Indian pharma industry is struggling with.

Combatting the menace of counterfeit drugs

Shiva Kabra believes that implementing QR codes is an effective method of preventing the counterfeiting of goods. As wireless and mobile technologies advance, the process of verifying the authenticity of a drug will be simplified for the average consumer.

Shiva Kabra
Joint Managing Director | Control Print Limited

Security measures preventing duplication of QR codes

Static QR codes can be cloned easily if they contain only data and information and do not contain any security features such as unique serial numbers, secured weblinks, password protection or an embedded image that cannot be copied easily.

Kabra shared how Control Print is trying to prevent QR codes from being duplicated. He said, "The QR codes are non-fungible tokens generated on Blockchain, which can be generated only once in the system. Each code on each retail unit is variable and unique, and no two codes are the same. After being used once at the point of sale (POS), the same QRs cannot be used again, and their scan will warn the user about counterfeit products."

Some benefits to end users and pharma companies will be existing government compliance, GS-1 norms fulfilment, end-to-end track and trace, QC check and rejection accounting, complete business intelligence suite with short-term expiry data, real-time stock data, real-time stock transfers, distributor incentive tracking, product recall. Implementing QR codes/barcodes to Schedule H2 drugs may address the plague of counterfeit medicines in the Indian market but isn't going to eradicate the sale of fake or sub-par drugs. Policymakers, the pharma industry, and the deployment of cutting-edge technology need to be united to address the issue of counterfeiting, which is a nuisance for the pharma industry in terms of revenue loss, tarnishing of brand image, and it may become a public health issue if stringent measures are not implemented on time.

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A SHIFT IN CONSUMER LIFESTYLE TOWARDS HEALTHIER CHOICES

Covid has accelerated the shift toward mindful eating, which was already happening for some time. After the COVID-19 outbreak, research indicated that 70% of Indians would prioritize dietary changes to boost their overall health. About 40% of the business for packaged foods and beverage companies in India comes from large cities, with the rest from smaller towns and rural areas.

From 108 million people in 2020, the number of health-conscious consumers is expected to increase to 176 million by 2026. Snacks made from healthier ingredients will be the most popular type of food for people who want to eat healthily. Healthy snacks will experience a substantial increase, with biscuits, fruit snacks, snack bars, and trail mixes leading the way, with healthy dairy products following close behind. Brands are innovating new ways to improve their products' convenience, quality, and safety, as well as reduce their environmental impact.

Companies are considering eco-friendly packaging, which directly impacts how F&B products are packaged and coded, affecting the entire marking and labelling process.

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6 MAJOR BENEFITS OF FRONT-OF-PACKAGE LABELLING (FOPL)

Front-of-package labelling (FoPL) refers to the placement of nutritional information and other labels on the front of a food or beverage package. FoPL has several benefits for consumers and food manufacturers alike:

Increased Transparency
FoPL makes it easier for consumers to access important information about the nutritional content of their food and drink, which can help them make more informed decisions about what they eat and drink.
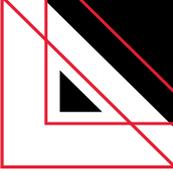
Improved Health Outcomes
FoPL can help consumers make healthier choices by providing them with clear and concise information about the nutritional value of their food and drink. This can help reduce the risk of diet-related health problems such as obesity and heart disease.

Enhanced Consumer Trust
FoPL can help build trust between food manufacturers and consumers by providing transparent and accurate information about the products they are buying.

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PRODUCT
SHOWCASE

CONTROL PRINT

> **Control Print's coding and marking systems are well-suited for printing front-of-package labelling (FoPL) on food and beverage products.**

DOWNLOAD

HIGHLIGHTS

1

Continuous Inkjet (CIJ) Printers

CIJ printers use a high-pressure jet of ink to print onto the surface of a product and are ideal for printing on bottles or cans. From cardboard to plastic, metals to glass, CIJ printers can produce single to multi-line texts and graphics at high speeds.

2

Laser Coding Systems

Using a beam of light to etch information onto a substrate, our printers are highly precise and can produce prints with a high level of detail. Often used to print FoPL on products that require a long shelf life, as the prints are fade resistant.

3

Thermal Inkjet (TIJ) Printers

TIJ printers use heat to vaporize ink, which is then expelled through tiny nozzles to create high-quality prints. TIJ printers are fast, reliable, and easy to use, making them popular for printing FoPL on food and beverage products.

4

Thermal Transfer Overprinters

These TTO systems use heat to transfer ink from a ribbon onto a substrate, are highly reliable and can produce prints with a wide range of colours. They are often used to print FoPL on products that require high-quality graphics and images.

5

Large Character Printers (LCP)

Printing of variable information onto secondary packaging is best done by large character printers. These outer cases, i.e., cardboard boxes or cartons, usually need logos, graphics, and easily visible text.

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ABOUT US

Control Print has been India's leading manufacturer of permanent coding and tamper-proof marking systems since 1991. Our digitally-enabled printing solutions, application-specific inks, and wide range of consumables are engineered to meet branding, labelling, variable product information, traceability, quality assurance, counterfeit protection and packaging needs in every manufacturing industry.

We'll guide you through the entire process of choosing the ideal coding and marking systems to integrate with your existing manufacturing process and production lines seamlessly. Let's talk.

CAPABILITIES

- 100,000+ sq. ft. mfg. facilities
- 15,000+ printers installed
- 2500+ pin codes served (India)
- 1600+ towns/cities (presence)
- 300+ professional field staff
- 32+ years of expertise

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