



MET-SPEED LABEL

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“Labeling from Legality to Reality”

PRIMARY DISPLAY PANEL (PDP)

THE FACE OF THE PACKAGE THAT THE CUSTOMER IS MOST LIKELY TO SEE FIRST
THE PDP MUST INCLUDE:

A) **PRODUCT NAME** (PROMINENT, CONSPICUOUS, EASY TO READ)

B) **NET CONTENTS:**

- 1) LOWER 30% OF PDP
- 2) US WEIGHTS AND METRIC
NET WT 1LB 8 OZ. (680g)
NOTE: 454g = 1 LB.
- 3) AREA OF PDP DETERMINES THE FONT SIZE
5 SQ. INCH 1/16" TYPE
25 SQ. INCH 1/8" TYPE 8 POINT
100 SQ. INCH 3/16" TYPE
400 SQ. INCH _" TYPE
OVER 400 _" TYPE
- 4) NET WEIGHT MUST BE "WINDOWED"
"NN" IN FRONT AND BEHIND
"N" ON TOP AND BOTTOM

SECONDARY AND INFORMATION PANELS

LOCATED TO THE RIGHT OF THE PRIMARY DISPLAY PANEL IF POSSIBLE THE PANEL WILL
INCLUDE:

A) **INGREDIENTS** (LISTED IN ORDER OF PREDOMINANCE BY WEIGHT)

1) ENHANCED INGREDIENTS MUST HAVE THEIR OWN INGREDIENTS IN
PARENTHESIS

EXAMPLE: MILK CHOCOLATE (SUGAR, COCOA BUTTER, UNSWEETENED
CHOCOLATE, WHOLE MILK POWDER, SOY LECITHIN, VANILLA),

DO NOT FORGET WATER

SPICES SUCH AS PAPRIKA, TURMERIC, SAFFRON, SALT. PEPPER MUST BE
LISTED SEPARATELY

SPECIFY ARTIFICIAL COLORS

SPECIFY ARTIFICIAL FLAVORS

SPECIFY NATURAL COLORS

B) **ALL ALLERGENS MUST BE DECLARED ON THE LABEL.**

IF ANY ALLERGENS ARE INTRODUCED UNINTENTIONALLY AND ARE NOT IN THE
INGREDIENT STATEMENT, A WARNING STATEMENT SHOULD BE PRINTED
ON THE LABEL.

ALLERGENS INCLUDE: MILK, EGGS, FISH, CRUSTACEAN SHELLFISH, TREE

NUTS,

WHEAT, PEANUTS, SOYBEANS, A FOOD INGREDIENT CONTAINING

C) COMPANY NAME AND ADDRESS

- 1) COMPANY NAME, STREET ADDRESS, CITY, STATE, ZIP CODE IF THE COMPANY IS IN THE PHONE BOOK THE STREET ADDRESS CAN BE ELIMINATED
IF YOU WANT CUSTOMERS TO CONTACT YOU DIRECTLY PHONE NUMBERS, FAX NUMBERS AND WEB SITE ADDRESSES CAN BE USED
- 2) IF THE COMPANY DOES NOT ACTUALLY MANUFACTURE THE PRODUCT THEN THE COMPANY NAME MUST BE PRECEDED BY "DISTRIBUTED BY or MANUFACTURED FOR"

NUTRITIONAL INFORMATION

WHO MUST HAVE NUTRITION FACTS PRINTED ON THE PACKAGE?

- 1) IF YOUR BUSINESS PRODUCES \$500,000 ON MORE
- 2) IF A CLAIM IS MADE ON THE PRODUCT
EXAMPLE: LOW SALT, LOW FAT, NO SUGAR ETC.

WHAT NUTRITION FACTS FORM YOU NEED IS BASED ON THE AVAILABLE LABEL SPACE ON THE PRODUCT

- 1) UNDER 12 SQ. INCH, A PHONE NUMBER TO CALL FOR NUTRITIONAL INFORMATION MUST BE ON THE PRODUCT
"FOR NUTRITIONAL INFORMATION CALL 1-800-555-5555"
- 2) BETWEEN 12 AND 40 SQ. INCH, EITHER THE LINEAR OR TABULAR FORM CAN BE USED
- 3) OVER 40 SQ. INCH, THE LONG FORM WITH THE DIET MUST BE USED.
A) IF THE PACKAGE WILL NOT ALLOW THE LONG FORM THE DIET MAY BE MOVED TO THE RIGHT.

REMEMBER THAT AS OF JANUARY 2006 TRANS FAT MUST BE ADDED TO THE NUTRITIONAL PANEL.

TRANS FAT IS MADE WHEN HYDROGEN IS ADDED TO VEGETABLE OIL (HYDROGENATED)

Nutrition Facts
Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving	
Calories 260	Calories from Fat 120
% Daily Value*	
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A 4%	• Vitamin C 2%
Calcium 15%	• Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet.
Your Daily Values may be higher or lower depending on your calorie needs:

		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Nutrition Facts Serv. Size: 1 package, Amount Per Serving:
Calories 45, Fat Cal. 10, **Total Fat** 1g (2% DV), Sat. Fat 0.5g (3% DV), Trans Fat 0.5g, **Cholest.** 0mg (0% DV), **Sodium** 50mg (2% DV), **Total Carb.** 8g (3% DV), Fiber 1g (4% DV), Sugars 4g, **Protein** 1g, Vitamin A (8% DV), Vitamin C (8% DV), Calcium (0% DV), Iron (2% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

Nutrition Facts

	Amount/serving	%DV*	Amount/serving	%DV*
Total Fat	2g	3%	Total Carb. 0g	0%
Sat. Fat	1g	5%	Fiber 0g	0%
Trans Fat	0.5g		Sugars 0g	
Cholest.	10mg	3%	Protein 17g	
Sodium	200mg	8%		

Serving Size 1/3 cup (56g)
Servings about 3
Calories 90
Fat Cal. 20

*Percent Daily Values (DV) are based on a 2,000 calorie diet
Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 6%

A LABEL HAS TO ACCOMPLISH 2 THINGS

- 1) CATCH THE EYE OF THE CONSUMER
- 2) TELL IT'S STORY

WE HAVE ONLY 1/10 OF 1 SECOND TO CATCH THE CONSUMERS EYE

WE HAVE ONLY 1 SECOND TO TELL THE STORY

- 1) THE STORY IS "WHAT IS THE PRODUCT"?

APPENDIX

Helvetica Regular 8 point with 1 point of leading → **Nutrition Facts**

Franklin Gothic Heavy or Helvetica Black, flush left & flush right, no smaller than 13 point → **Nutrition Facts**

3 point rule → **Amount Per Serving**

7 point rule → **Amount Per Serving**

8 point Helvetica Black with 4 points of leading → **Total Fat 13g**

6 point Helvetica Black → **% Daily Value***

1/4 point rule centered between nutrients (2 points leading above and 2 points below) → **Total Fat 13g**

All labels enclosed by 1/2 point box rule within 3 points of text measure → **Total Fat 13g**

1/4 point rule → **Protein 5g**

8 point Helvetica Regular with 4 points of leading → **Vitamin A 4%**

Type below vitamins and minerals (footnotes) is 6 point with 1 point of leading → ***Percent Daily Values are based on a diet of 2,000 calories...**

8 point Helvetica Regular, 4 points of leading with 10 point bullets. → **Total Fat**

	Calories:	2,000	2,500
Total Fat	Less than	85g	85g
Sat Fat	Less than	25g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g