



Examples of the impact of origin marking on certain EU manufactured consumer goods

 <p>Confédération Européenne de l'Industrie de la Chaussure European Confederation of the Footwear Industry</p>	<p>CEC – The European Confederation of the Footwear Industry www.cec-footwearindustry.eu</p>
<p>Benefits: The origin labelling increases transparency in the information provided to the <u>consumer</u>, creating the best conditions for the buying process. In this way, he can choose to buy European products, characterized by high quality and compliance with safety/ environmental and social standards. Moreover, the informed consumer can support the European industry and reward the efforts of <u>EU companies</u> (99% SMEs) who produce in our continent despite the higher costs and higher standards. It is a sign of recognition. The labelling helps <u>market surveillance authorities</u> to easily verify whether the origin indications are genuine within their fight against counterfeiting as well as to track down the manufacturer of the non-compliant product.</p> <p>Costs: 86% of companies consider that a mandatory origin labelling on products does not represent any additional cost, or are in the range of €0 – € 0.25 per pair. More than 75% of companies already apply it.</p> <p>Process: The label can be applied in different ways. The most common practice is to print it on a removable label inside the shoe or embossed on the sole. Some companies realise about the importance of the origin for the consumer, and they duplicate it on a pendant in one of the shoes.</p> <p>Practice: The origin labelling is mandatory in strategic third markets (USA, Japan, South Korea), thus many EU companies already apply it. From 2008 until 2013, exports outside EU have increased by 31% in pairs and 42% in value. The trend will continue thanks to the signature of FTAs and consequent opening of markets. In a globalised economy, the approximation of labelling requirements will facilitate trade and the enforcement of regulations.</p>	
	<p>CERAME-UNIE – The European Ceramic Industry Association www.cerameunie.eu</p>
<p>Example of ceramic wall and floor tiles, tableware, roofing tiles, bricks and blocks:</p> <p>Benefits: Better enforcement and information for consumer. No negative impact has been made known and no additional costs have been created considering that the OM is already integrated into the manufacturing process.</p> <p>Costs: It is generally reported by the industry that origin marking causes no quantifiable additional costs per produced item.</p> <p>Process: The process of applying the OM on ceramic consumer products is made at the stage of the 1st firing. Before the product is fired, the “made in” information is back stamped onto the product.</p> <p>Practice: Country of origin making is compatible with ISO/EN standards for ceramic tiles. In the EN (EN 14411:2012) and ISO (ISO 13006:2012(E)) standards for ceramic wall and floor tiles products there is a provision on marking (Chapter 8) which requires that all products complying with the standard must bear on the back of each tile and on the packaging the country of origin. Origin marking is widely applied in the USA, China, Japan, and South Korea and in other major trading partners.</p>	



EFIC – European Furniture Industries Confederation

www.efic.eu

Benefits: OM supports the recognition of the quality of manufacturers through the identification of the social, environmental and security standards generally applied in the country of origin. It also grants a safety information for consumers, who may always detect at least where the last, substantial, economically justified processing of an unsafe or unfair product has been made. It also helps promoting best practices among producers that are made more accountable due to the traceability of their products. Finally, there are only few brands in the furniture sector and, therefore, there is a major need for additional products' information from the consumers' side.

Process: The information on the country of origin is ordinarily attached to the furniture piece on a sticker and/or contained in the packaging and/or included in a separated booklet with which the product is sold on the market.

Costs: direct costs may differ depending on the process used to present the information. For example, the cost of the label attached to the piece of furniture is estimated in a range of €0.04 – €0.15. However, a number of information on the furniture product are already given to the consumer (i.a. size, weight, colour, raw material used, presence of hazardous substances etc.) and adding OM to the existing information doesn't impose relevant additional costs.

Practice: Many EU furniture companies already include the information on OM for their products as a voluntary scheme or fulfilling national legislations. Moreover, the OM information is required – and accorded in compliance with strict requirements - for exporting to USA, China, Japan and other trading partners outside EU.



EUROCOTON - European Federation of Cotton and Allied Textiles

michele.anselme@eurocoton.org

Benefits: A 'mandatory' origin labelling on products offered for sale on the EU market will increase/improve consumers' information on a product before their buying decision. An EU origin marking will provide a security on the EU products' safety and proof of their traceability based on the quality recognition of high European social, health and environmental standards, as well as creativity and innovation, a built-in component of EU manufacturers' competitiveness. The potential benefits for manufacturers in our European textile industry associated with the Article 7 proposal, are very high, in terms of higher sales for products manufactured in the EU – thus leading to an expected boost in the European manufacturing pipeline production (e.g. OM on Made-Ups may boost the EU production of yarns and fabrics as well)- and/or the EU consumers choosing European quality's standards products, generally perceived as being more safe – thus leading to an increase in the turnover of EU manufacturers (i.e. at least an estimate + 5% in average).

Costs: Very limited, and not higher than today in term of cost per unit in total manufacturing cost of the product concerned (i.e. lower than 0, 5%) This investment is minimal compared to benefits expected for the EU textile manufacturers from a mandatory origin labelling for all textile products offered for sale on the EU market.

Process: In the textile sector (including home textiles), OM is either one label stitched on individual product or printed on a label already stitched to individual piece (e.g. on each item that compose a set of products included in bed/ pillow linen set packaged as a whole) containing other information still mandatory (fibres names, composition in fibres, care, size...).

Practice: The European textile manufacturers in our sector export more than 30% of their production outside the European Union, which often require already the country of origin label. Consequently, the labelling of the country of origin is already provided in the manufacturing process. A mandatory origin labelling on all products offered for sale will thus not impose a disproportionate burden. Moreover, OM used in spinning/weaving/finishing integrated companies (significant part of EU production in our sector and more than half of EU exports), has proved to ensure traceability.



Fondazione
Altagamma

FONDAZIONE ALTAGAMMA

www.altagamma.it

Benefits: Comprehensive information to final consumers, traceability for consumers' safety, and an effective tool to tackle counterfeiting.

Costs: Direct cost of mandatory origin marking is zero. The overall cost of a label may vary between 0.03 Euros and 0.10 Euros.

Process: The process of putting an origin marking (OM) label is very well established for the high-end sector and below there are a number of examples for different products:

- For fashion products, OM is applied to a label stitched to each garment or accessory.
- For furniture product, OM is either directly embossed or printed on each piece or printed on a sticker.
- For watches, the "Made in" label is on the quadrant/dial and printed in the warranty leaflet.
- For jewellery, there is a numbered puncheon on each piece and the "Made in" is printed on a sticker or in the packaging, or in the warranty leaflet.
- For lighting equipment, OM is printed in the product itself, on a sticker and in the warranty and maintenance leaflet.
- For the textile products, OM is one label stitched on individual piece.

Practice: As Fondazione Altagamma's member companies export most of their production outside Europe, origin marking is already integrated in the label providing other information (for example care and maintenance, composition etc.).



EUROPEAN
FEDERATION
of JEWELLERY

European Federation of Jewellery

www.union-bjop.com

Benefits:

- Transparency - the consumer wants to know what he's buying and where the product comes from. He's free to choose the most convenient price/quality/origin ratio
- Reciprocity – alignment to already existing label obligations for European manufacturers exporting to the USA or to the other major world markets
- Harmonization of customs inspection on EU territory – obligatory labelling system would create more harmonized customs procedures, which is important for the fight against counterfeiting
- Less national rules – reduction of European market fragmentation

<p>Costs: Adding Origin Marking to the existing information doesn't impose relevant additional costs (see next point).</p> <p>Process: Due to the precious metals legislations in almost every EU country, on each item there are already numerous legal dies. The "Made in..." could be printed also on a sticker or in the packaging, or in the warranty leaflet.</p> <p>Practice: The European precious metals manufacturers export about 40/50% of EU's production to third countries which already require the country of origin label. Consequently, the labelling of the country of origin is integrated already in the manufacturing process.</p>	
 <p>EUROPEAN BICYCLE MANUFACTURERS ASSOCIATION</p>	<p>EBMA - European Bicycle Manufacturers Association moreno.fioravanti@ebma-brussels.eu</p>
<p>Benefits: Clearer information for the consumers who can finally choose between a product Made in EU and Made in [Country]. Consumer must be properly informed about the origin of the product and its carbon foot print. According to a study made by the Polytechnic Institute of Milan, there are useless and dangerous extra emissions for products manufactured in China. Better informed consumers will allow the SMEs manufacturing in the EU to produce and sell bicycles at a more levelled playing field with countries pursuing unfair trade practices.</p> <p>Costs: There is no cost at all, as the origin of the bicycles can be printed together with the decals which already decorate the bicycle frame.</p> <p>Process: Kindly see section "costs".</p> <p>Practice: All Bicycles exported from EU to USA and Japan must show the country of origin</p>	