



Press Statement – For immediate release

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ETRC and TFWA announce cooperation on Digital Labelling Platform

The European Travel Retail Confederation (ETRC) and Tax Free World Association (TFWA) are pleased to announce their cooperation to launch the second phase of the Digital Labelling Platform in Duty Free and Travel Retail.

The one-year project, co-funded by ETRC and TFWA, will kick off in February with the objective to build a fully functional platform with 18 suppliers across the Perfumes & Cosmetics, Alcohol and Confectionery categories. In practice, travellers will have access to product information in multiple languages by scanning a barcode using a smartphone or in-store scanners. In-store tests will be conducted towards the end of 2020 to collect consumer feedback and respond to policy-makers' request to have this tested in a live environment.

The project will support ETRC's continued efforts to secure digital labelling as a legal way to provide information to consumers in Travel Retail. It is particularly timely as the European Commission is currently consulting on the possibility of labelling additional fragrance allergens in cosmetic products, while recently giving the green light to a voluntary digital labelling scheme to provide the list of ingredients on spirits products sold in the EU.

Nigel Keal, President of ETRC said: *"We are very grateful for the special contribution of TFWA to make this project possible. This year will be critical in securing the acceptance from regulators for such a solution, by demonstrating it provides the necessary information in a user-friendly format. We will work closely with the new European Commission and Parliament in that respect to show that our solution can meet both the requirements of the regulators and the specificities of our unique consumer, the international traveller."*

Alain Maingreud, President of TFWA commented: *"It is TFWA's mission to support industry projects that can benefit brands operating in duty free and travel retail and which can also have a positive impact on the sustainability of the channel as a whole. ETRC has led this initiative for several years with very promising results and we are delighted that our contribution will help take this project to the next level"*.

ENDS

For more information, please contact:

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About the European Travel Retail Confederation:

The European Travel Retail Confederation (ETRC) is an industry association for the duty free and travel retail industry in Europe, serving the industry and its members to help create the right environment to allow the industry to achieve its potential and protect it when challenges arise.

ETRC is composed of national and regional affiliated trade associations representing over 200 European companies, Tax Free World Association (TFWA) representing 520 brand companies, and direct corporate membership from individual companies working in the duty free and travel retail trade across Europe and beyond. The European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by a full-time secretariat. For more information about the organisation, please visit our website – www.etrc.org

About TFWA:

TFWA is an association of brands, whose mission is to identify trends and opportunities, build awareness and provide a business platform for the global duty free and travel retail industry to prosper.

TFWA is instrumental in forging close relationships between suppliers and operators, and plays a vital role in representing the interests of its members and the industry as a whole. It provides the global industry with business support and a forum for dynamic development.

TFWA's commitment to the duty free and travel retail industry is summarised by its motto – by the trade for the trade. As a non-profit-making organisation - and with a membership of 520 companies including some of the world's best-known brands and suppliers of premium goods – TFWA's range of products and services are focused purely on delivering value to the industry.

For more information about the organisation, please visit TFWA's website – www.tfwa.com