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ISO

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

ISO RECOMMENDATION

R 436

INFORMATIVE LABELLING

1st EDITION

April 1965

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Printed in Switzerland

Also issued in French and Russian. Copies to be obtained through the national standards organizations.

BRIEF HISTORY

The ISO Recommendation R 436, *Informative Labelling*, was drawn up by Technical Committee ISO/TC 73, *Marks Indicating Conformity with Standards*, the Secretariat of which is held by the Association Française de Normalisation (AFNOR).

Work on this question by the Technical Committee began in 1958 and led, in 1963, to the adoption of a Draft ISO Recommendation.

In January 1964, this Draft ISO Recommendation (No. 662) was circulated to all the ISO Member Bodies for enquiry. It was approved, subject to a few modifications of an editorial nature, by the following Member Bodies:

Argentina	Greece	New Zealand
Australia	Hungary	Norway
Belgium	India	Portugal
Brazil	Ireland	Republic of South Africa
Chile	Italy	Spain
Colombia	Japan	Sweden
Denmark	Korea, Rep. of	Switzerland
France	Mexico	U.A.R.
Germany	Netherlands	United Kingdom
		U.S.A.

No Member Body opposed the approval of the Draft.

The Draft ISO Recommendation was then submitted by correspondence to the ISO Council, which decided, in April 1965, to accept it as an ISO RECOMMENDATION.

INFORMATIVE LABELLING

FOREWORD

The purpose of informative labelling is to guide the consumer's choice by giving him useful data concerning the products involved by means of labels attached to the products.

The use of informative labelling implies that different products of the same kind are accompanied by labels of one and the same type: only the characteristic figures or data of each labelled product vary from one label to another. The consumer can thus compare products of the same kind by examining the figures and data shown on their respective labels.

This implies that the labels present exclusively elements of information which are capable of being understood by the average consumer of the product in question, in order to enable him to make a reasoned choice and/or to enlighten him on the use or service of the product.

This ISO Recommendation aims to formulate some principles for putting informative labelling into practice. However, the mere fact of stating these principles does not imply that ISO explicitly advises its Member Bodies to set up organizations that specialize in informative labelling.

PRINCIPLES

1. Whenever information of a technical nature relating to the characteristics of use or composition of a product are made known to the public by labelling, and subject to the existence of legislation or official national regulations peculiar to certain products, it is recommended that the description of these characteristics and the method of checking such information be based on standards duly established or accepted by the national standardization body or on labelling regulations referring to these standards.
2. The labelling regulations (or standards) should specify in particular for each type of product
 - (a) the list of standard characteristics, capable of being generally understood, which it may be advisable to make known to the public.
 - (b) the corresponding standard test or measurement methods;
 - (c) a standard terminology associating the words used, especially if they are in common use (such as extra, washable, stainless etc.) with the results of tests or measurement made according to the methods mentioned under paragraph (b);
 - (d) a standard type of informative label, if required.
3. The labelling regulations, as well as the standards on which they are based, should be published.