

LABELLING OF EXPORTS TO INDONESIA

IMPORTANT NEW RULES TAKE EFFECT AS FROM 25 JUNE 2014 !

JAKARTA, OTHER, INDONESIA, May 18, 2014 /EINPresswire.com/ -- With effect from 25 June 2014 (date of arrival of the goods in Indonesia) certain types of goods must bear a label in the Indonesian Language (Bahasa Indonesia) before being shipped to Indonesia. In some cases the label must be both on the goods themselves as well as the packaging.

This is stated in Decree of the Minister of Trade 67/M-DAG/PER/11/2013 dated 26 November 2013 as amended by Decree 10/M-DAG/PER/1/2014 dated 30 January 2014.

For exporters/manufacturers in the country of supply the key Article of the Decree is Article 4 which is translated below:-

Article 4

(1) Labelling of Goods as contemplated above in Article 2 paragraph (1) must be permanent, done in any of the following manner:

- a. embossed or printed on to the Goods; or
- b. a whole label is affixed onto the Goods.

(2) Labelling of the packaging as contemplated above in Article 2 paragraph (1) must be permanent, done in any of the following manner:

- a. embossed or printed on to the Packaging; or
- b. a whole label is affixed onto the Packaging.

(3) The whole label which is fastened on to the Goods or the Packaging as contemplated above in paragraph (1) and paragraph (2) respectively must not be in the form of stickers.

(4) The Indonesian language label which is fastened on to Goods or the Packaging must be larger or of the same size as the original label (in foreign language), and will be defaced if tampered with.

(5) The size of the label must be adjusted according to the size of the Goods or the Packaging, and provided that all the information is clearly legible.

Explanation:

(1) (a) The terms “embossing” and “printing” should be clear to all exporters and manufacturers. Printing must be indelible and not be capable of being wiped off with a wet cloth.

(1) (b) A “whole label” is one which would disintegrate when an attempt is made to remove it. It cannot be removed in one piece. This is similar to security stickers used on baggage at airports. This is further explained in (4) where it says it will be defaced if there is an attempt to remove it.

(3) “must not be in the form of a sticker” means that it should not be possible to remove the label in one whole piece without it disintegrating.

Information that should appear on the label

The information that should appear on the label varies according to the type of goods and the details appear in the attachments to the Decree.

Example

A simple example is an electric toaster. The requirements of the Decree are that all of the following 4 items must be included in the label on the goods.

- a. Name of the goods i.e. "Toaster"
- b. Brand of goods i.e. "Brand name"
- e. Power consumption Voltage and Frequency
- f. Country of Manufacture or "Made in"

The labels on the goods can either be (a) embossed or (b) printed or (b) a whole label.

The following 5 items must appear on the packaging:

- a. Name of the goods i.e. "Toaster"
- b. Brand of goods i.e. "Brand name"
- c. Name and address of Importer for imported Goods
- d. Power consumption Voltage and Frequency
- e. Country of Manufacture or "Made In"

The labels on the packaging can either be (a) embossed or (b) printed or (c) a whole label..

Translation

SGS is the largest inspector of the exports which are affected by this new ruling and can assist with the translation of the labels as well assisting the importers to obtain prior approval of the labels from the Ministry of Trade and receive an Indonesian Language Labelling Certificate. The list of goods affected by this new ruling may be obtained from Mr Munti Yarso, munti.yarso@sgs.com

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