

## How to print EU Regulation 1169/2011 compliant labels

Discover how Primera Technology could help your business navigate legislative changes.

**F**ood allergens can be life threatening and the only way people can manage a food allergy is to avoid the foods that make them ill.

In the UK, it is estimated that one to two per cent of adults and five to eight per cent of children have a food allergy. This equates to around two million people living in the UK with a food allergy, and this figure does not include those with food intolerances. This means there are actually even more people living with a food allergy or intolerance.

An allergic reaction can be produced by a tiny amount of a food ingredient that a person is sensitive to (for example, a teaspoon of milk powder, a fragment of peanut or just one or two sesame seeds). Symptoms of an allergic reaction can range from mild, such as itching around the mouth and rashes, or can progress to more severe symptoms, such as vomiting, diarrhoea, wheezing and, on occasion, anaphylaxis shock. It even can cause death.

Therefore, the European Union installed a new consumer regulation that focuses on allergens in food. From December 13, 2014, the EU Food Information for Consumers Regulation (No.1169/2011) outlined the new requirements for businesses, which involved food sold pre-packed and non-pre-packed (loose), such as food sold in a restaurant or takeaway. From that day on, all food businesses had to provide information about the allergenic ingredients used in food sold or provided by them.

There are 14 major allergens which need to be declared:

- Cereals containing gluten namely wheat (such as spelt and khorasan wheat), barley, rye and oats
- Crustaceans such as prawns, crabs, lobster and crayfish etc
- Eggs • Fish • Peanuts • Soybeans
- Milk • Nuts, namely almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia or Queensland nut • Celery • Mustard
- Sesame • Sulphur dioxide or sulphites (where added and is more than 10mg/kg in



the finished product. Often found in dried fruit and wine)

- Lupin • Molluscs like clams, scallops, squid, mussels, oysters and snails etc

### Understand the rules

In order to have food product labels that are compliant to the new EU regulation, it's not enough to just list allergens that are included in your product. You also have to use a certain font size depending on the size of your label. You also have to highlight those allergens in a certain way.

A product label is the first source of information for people with food allergy and/or intolerance to help them decide if they can buy and eat that product without risking an allergic reaction. And recent studies have shown that the readability of information is a key factor to the consumer's purchasing decision.

There are several different printing solutions out there. One of the leading manufacturers of speciality colour label printers is Primera Technology. Primera is widely known for its inkjet-based LX-Series label printers, but has also successfully developed short to medium-run solutions using colour laser technology, such as the CX-Series of digital roll-to-roll dry toner-based laser printers.

Primera's LX-Series desktop printers utilise the latest high-resolution inkjet technology to print brilliant full-colour labels. With spectacular 4800 dpi print

resolution and high throughput speeds, these compact and affordable printers print on a wide range of different label, tag and ticket materials, including inkjet-coated high-gloss, semi-gloss and matte labels. Labels printed on high-gloss material are highly scratch-, smudge and water-resistant. The fastest and most economical LX900e comes with separate ink cartridges for cyan, magenta, yellow and black, which let you replace only the colours that need replacing. That saves time and money on every printed job.

In addition, Primera recently announced the availability of highly-durable pigment inks for the LX900e. Previously, only traditional photo-quality, dye-based inks were available. The new pigment inks offer far more stability against harsh conditions, including water, chemicals, abrasion and exposure to long periods of UV light. They also meet the standards of BS5609. A significant advantage of the LX900e's implementation of pigment inks is that the printer can use either type of ink.

The best way to inform customers about all features and benefits of Primera's different label printing solutions is to show them on trade shows all over the world. The next UK event, which Primera is exhibiting at, is Natural & Organic Products Europe, in London, on April 19 and 20, 2015. On the stand, L9, Primera will also present its new LX2000e Color Label Printer – an industrial-grade desktop printer using inkjet technology. LX2000e features large ink tanks for lower cost per label, fast print speeds and pigment ink for better water and UV resistance.



### FIND OUT MORE

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