



CONTROL AND VERIFICATION ACTIVITIES OF NET CONTENT IN PREPACKAGES PRODUCTS

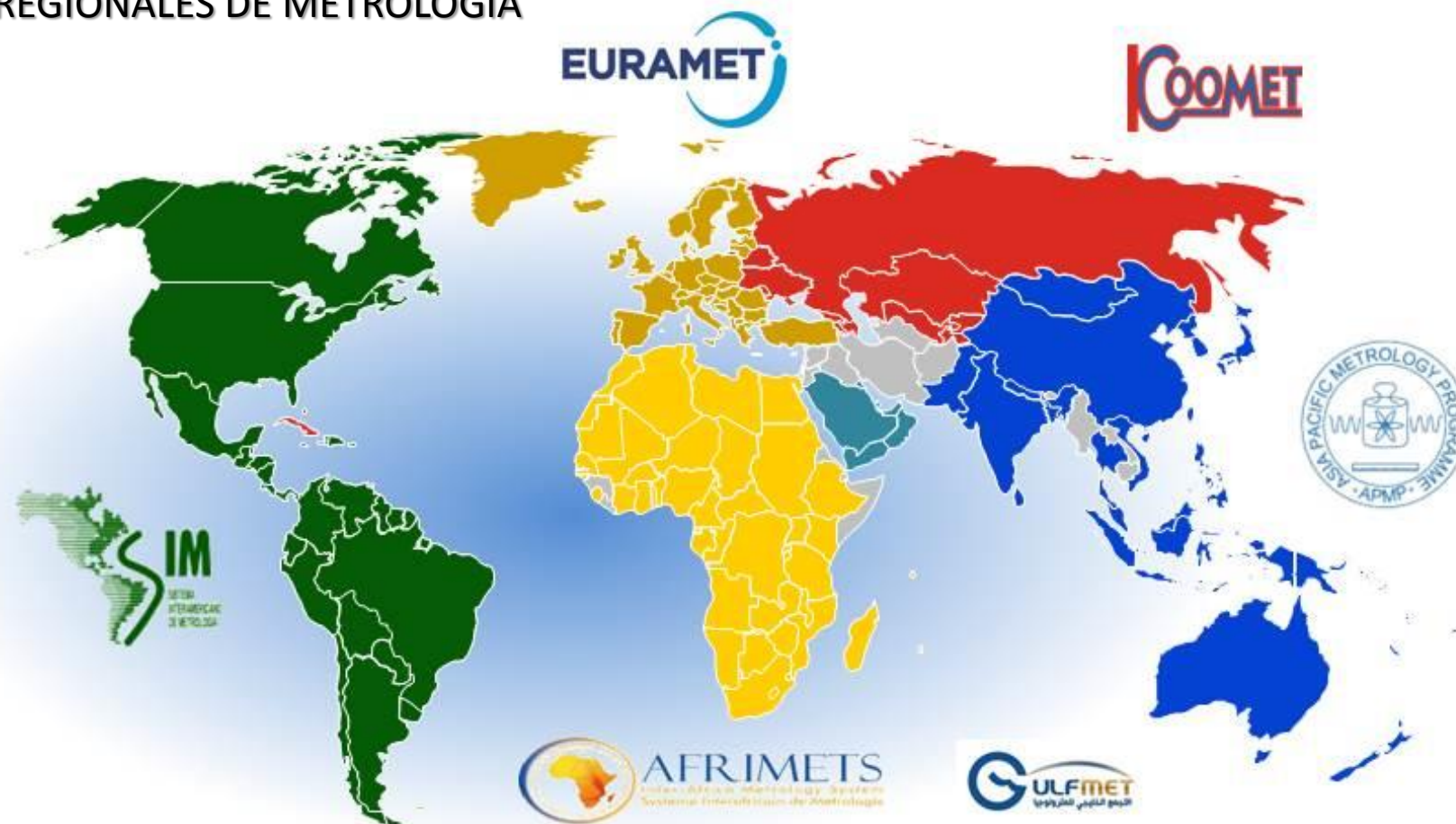
Jairo Enrique Malaver Barbosa

Advisor to Deputy Superintendent for the Control and Verification of
Technical Regulations and Legal Metrology



GOBIERNO DE COLOMBIA

ORGANIZACIONES REGIONALES DE METROLOGÍA







...Some figures of Colombia

GROSS DOMESTIC PRODUCT (GDP IN USD MILLIONS)

2014	2015	2016	2017
\$ 378.404	\$ 291.033	\$ 285.077	\$ 305.806

POPULATION

2015	2016	2017
48.203.405	48.747.708	49.291.609

PER CAPITA GDP (USD)

2015	2016	2017
\$ 7.850	\$ 5.970	\$ 5.783





Industria y Comercio

SUPERINTENDENCIA

SIC COUNTRYWIDE'S COVERAGE "WE CAN REACH ANY PLACE IN COLOMBIA"



Casas del Consumidor (Consumer protection local offices)
1 on each of the 12 most populated cities in the country



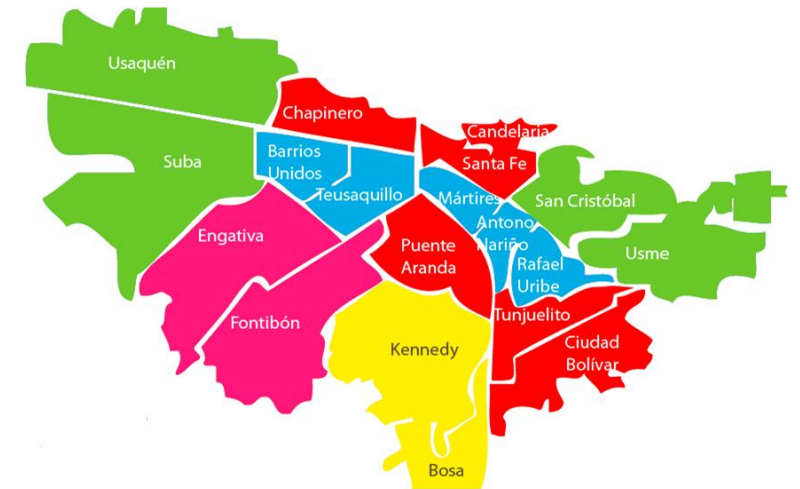
Rutas del Consumidor (consumer protection on the run)

4 buses going to other locations, mostly small towns.



Puntos de atención al ciudadano
Casas del consumidor Bogotá

10 casas en diferentes localidades

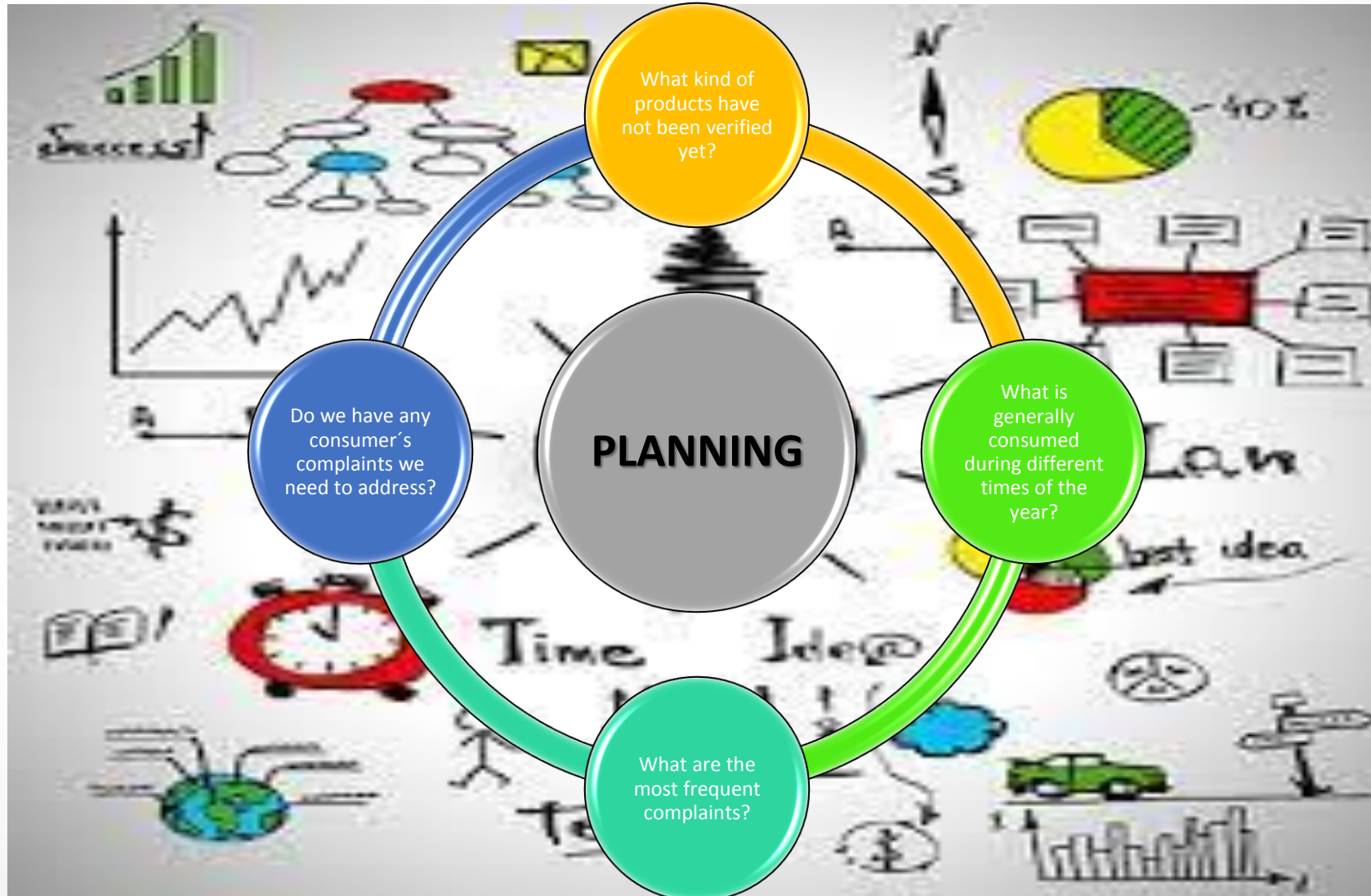


EQUIPO DE INSPECCIÓN SIC



60
INSPECTORS NATIONWIDE







Valoramos lo que tú valoras.



**SIC ordena judicialmente a operadores
de TV por Suscripción
abstenerse de retransmitir, sin autorización,
señal de CARACOL TV y RCN TV**



LIVEJOURNAL

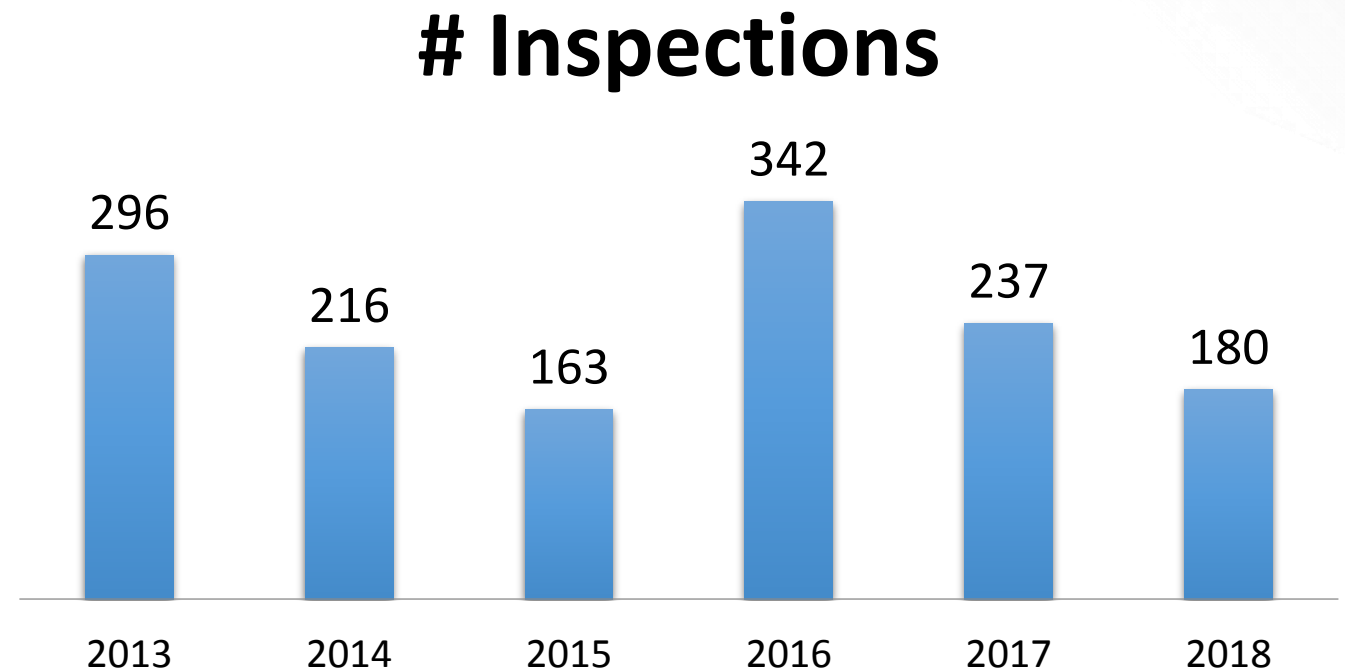


GOBIERNO DE COLOMBIA

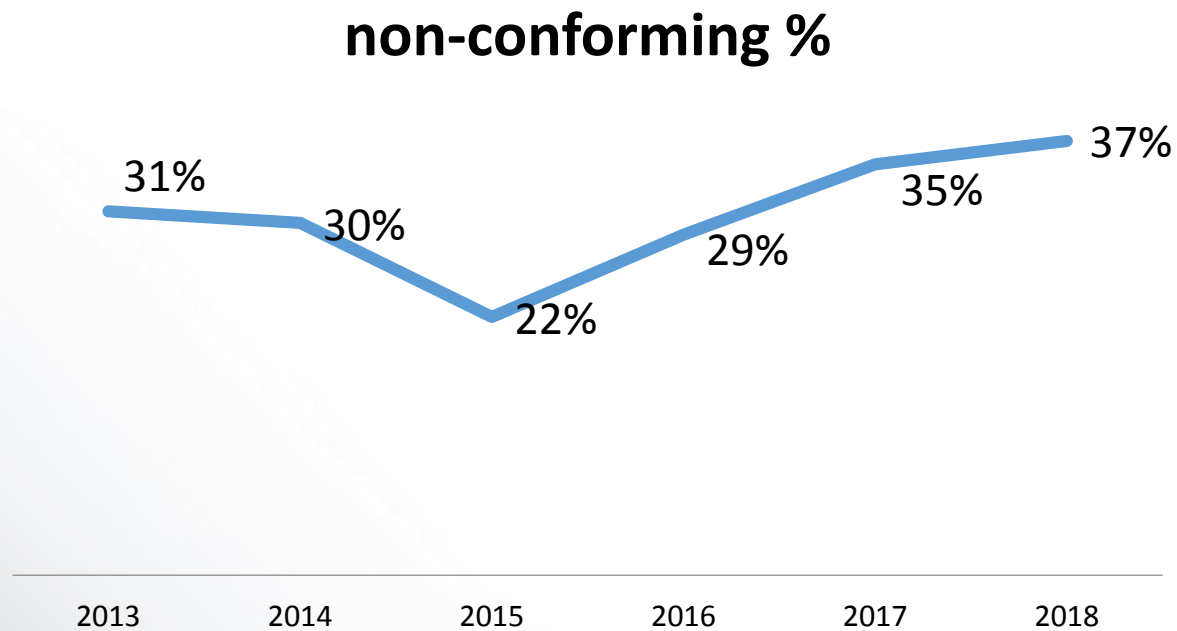


Total Prepackage Products Inspections Carried Out

Year	# Inspections
2013	296
2014	216
2015	163
2016	342
2017	237
2018	180
Total	1312



Non-conforming prepackages



YEAR	non-conforming %
2013	31%
2014	30%
2015	22%
2016	29%
2017	35%
2018	37%
Average	31%

1312
Products verified

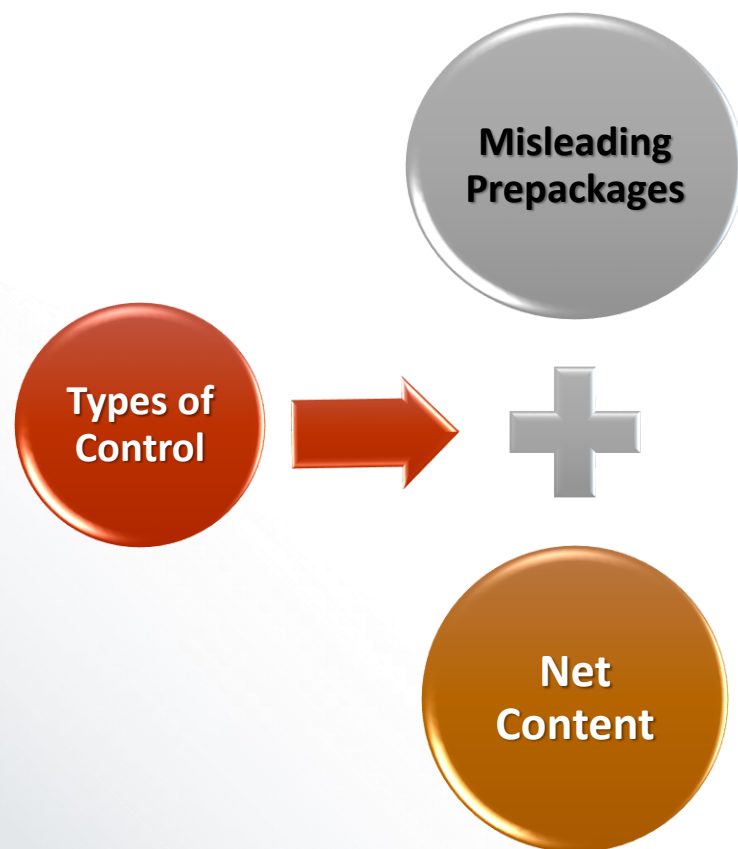
96
Cities and
Municipalities

26
Out of
Colombia's 32
States

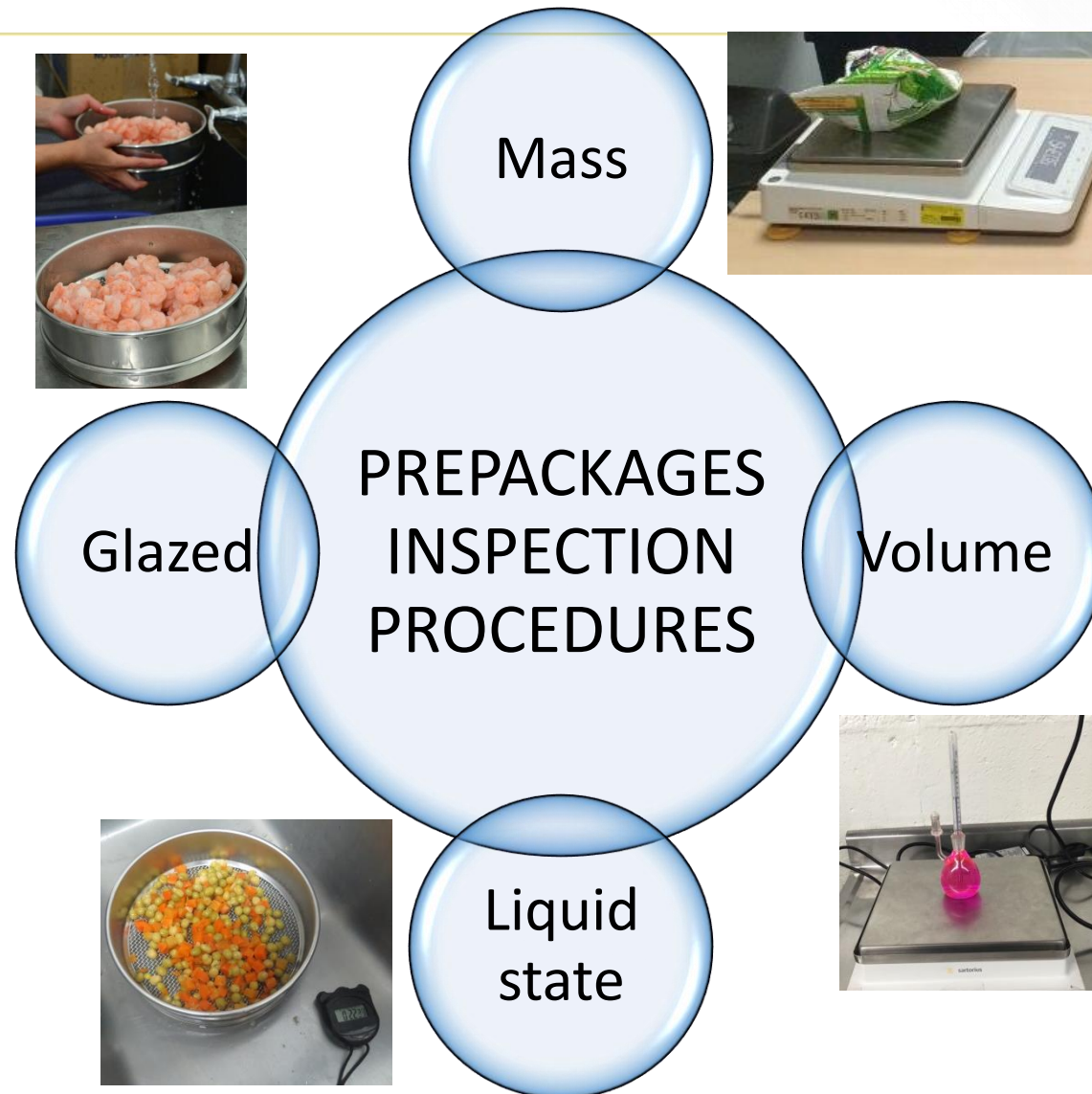


COLOMBIA

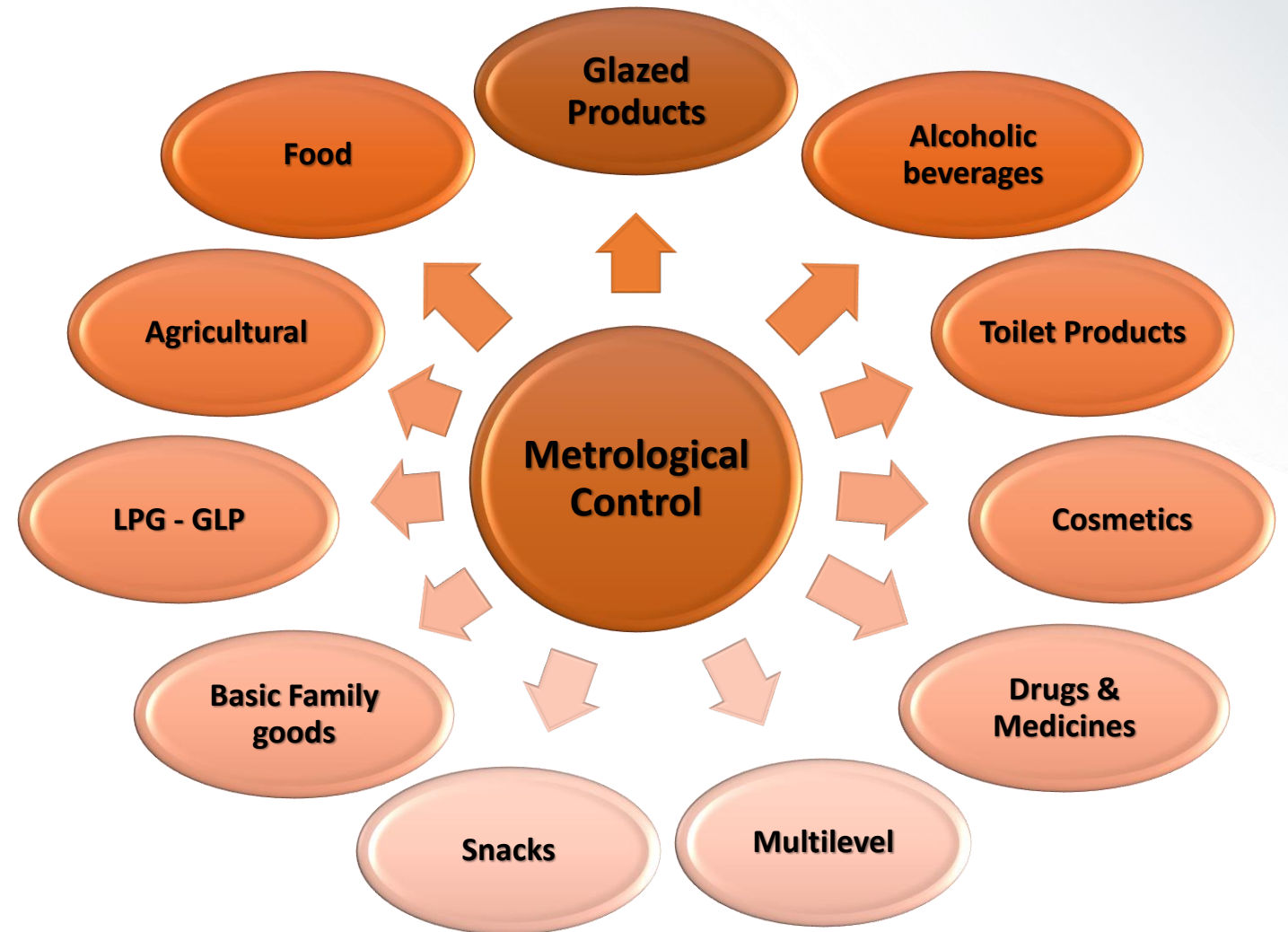
INSPECTIONS - PREPACKAGES



NET CONTENT



INSPECTIONS - PREPACKAGES



INSPECTIONS CARRIED OUT IN SPECIFIC MARKET SEGMENTS

GLAZED SEAFOOD

24 inspections

34 Cities and Municipalities

"Ice sold as shrimp"



**Superindustria sanciona a VITAMAR S.A.,
por entregar a los consumidores
menor cantidad de producto respecto
del anunciado en el empaque**

[ver más](#)

vitamara
pescados y mariscos



**Por entregar a los consumidores menor
cantidad de producto respecto del
anunciado en el empaque, Superindustria
sanciona a PESQUERA JARAMILLO**

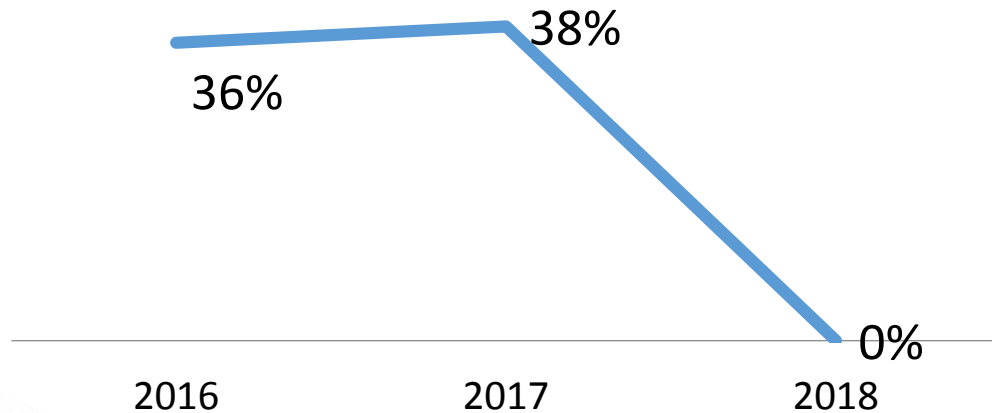
[ver más](#)

**PESQUERA
JARAMILLO**

GLAZED PRODUCTS

Valoramos lo que tú valoras.

non-conforming %



PRODUCT	Nominal Quantity	Average Weight	Deviation	Packed by
Precooked titi Shrimp	500 g	284,5 g	-43,1 %	C O vertize S.A.S.(El Arrecife Marino)
Precooked Shrimp 36/40	500 g	347,5 g	-30,5 %	Pezmares FC
Raw Shrimp 51/60	500 g	367,5 g	-26,5 %	Pezmares FC
Precooked titi Shrimp	425 g	352,1 g	-17,2 %	Vitamar S.A.
Squid rings	350 g	301,8 g	-13,8 %	Pesquera Jaramillo

1. Equipment preparation

2. Glaze removal

3. Inclination angle

4. Draining time

5. Determination of actual content

GDP

0,48%

USD MILLIONS

\$ 1.830



FERTILIZERS

80 Inspections

13 Cities and Municipalities



PRODUCT	Nominal Quantity	Average Content	Deviation	Packed by
PRODUCIR EXA 600	1000 g	935,7 g	-6 %	AGRICO SOLUCIONES
MINERAL ORGANIC FERTILIZER	50000 g	47357,1 g	-5 %	ORGANICO Y ACONDICIONADORES FT - FERTITODO (WILLIAM FRANCISCO CRUZ CORTES
ADNMILBE (FERTILIZER)	500 ml	491,3 ml	-2 %	ADN ADELANTE S.A.S
CALCI-BORO	1000 ml	983,7 ml	-2 %	FERTILPLANT E.U.

FERTILIZERS

Non-conforming	%	Conforming	%	Total
35	44%	45	56%	80





DRINKING WATER – SOFT DRINK

63 Inspections

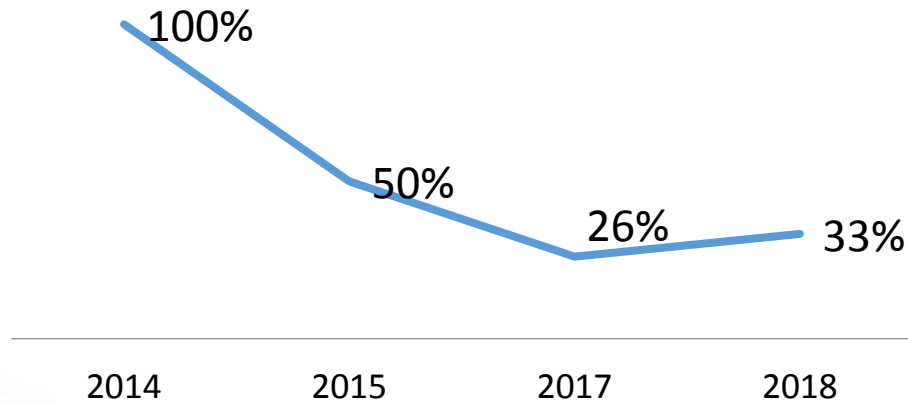
11 Cities and municipalities



DRINKING WATER – SOFT DRINK

Valoramos lo que tú valoras.

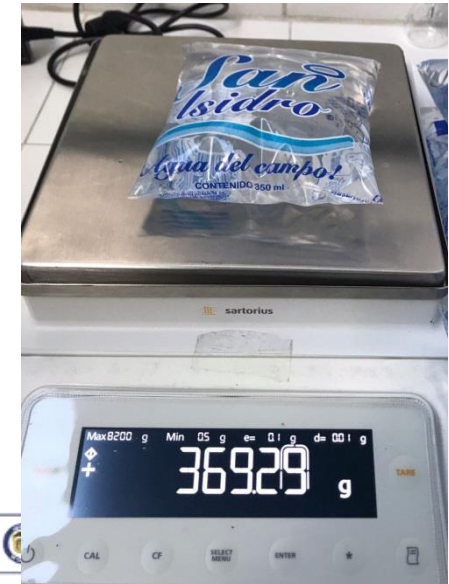
non-conforming %



GDP
1,65%

USD MILLIONS
\$ 6.258

PRODUCT	Nominal Quantity	Average Volume	Deviaton	Packed by
BRISAS DEL MAR DRINKING WATER	300 ml	256,3 ml	-14,6 %	FABRICA DE REFRESCOS Y AGUA POTABLE TRATADA EL CHAVO
EL FARO PURIFIED DRINKING WATER	350 ml	317,3 ml	-9,4 %	COMERCIOS EL FARO Y COMPAÑÍA LIMITADA
DEL VALLE CLEAR WATER	600 ml	551,2 ml	-8,1 %	CRISTALINA DEL VALLE S.A.S.
BAG OF WATER	2000 ml	1839,4 ml	-8,0 %	AGUA Y REFRESCOS LA FUENTE
SALUS DRINKING WATER	600 ml	552,9 ml	-7,9 %	SALUS 3396815 S.A.S.
JORDAN PURIFIED WATER	270 ml	249,6 ml	-7,6 %	REFRESCOS Y LACTEOS FRUTI RICO



DAIRY PRODUCTS

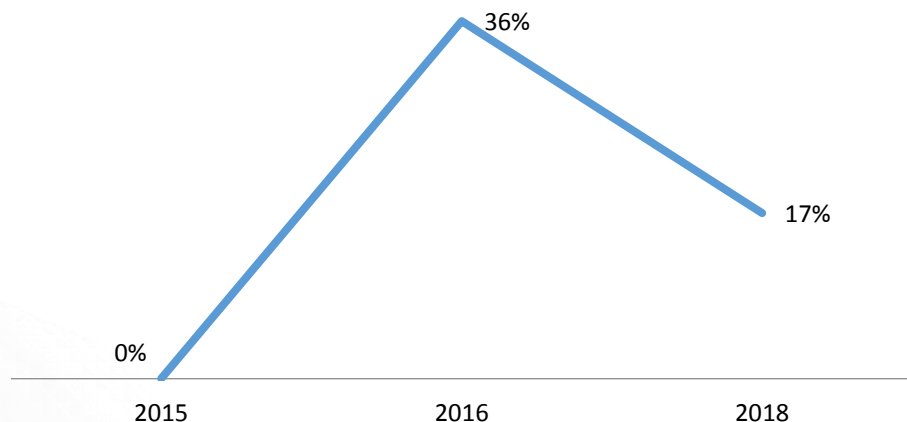


18 Inspections
33 Cities and Municipalities.

GDP
1,50%

USD MILLIONS
\$ 7.705

non-conforming %



DAIRY PRODUCTS

PRODUCT	Nominal Quantity	Average Volume	Deviation	Packed by
7 CUEROS PREPACKED CHEESE	250 ml	216,1 ml	-13,6 %	LACTEOS GARZOLAC
DOBLE CREMA CHEESE	2500 ml	2492,9 ml	-0,3 %	DISTRILACTEOS EL CEIBAL
ENRICHED MILK POWDER	104 ml	103,7 ml	-0,3 %	PARMALAT COLOMBIA LTDA
MELANIE MOZZARELLA CHEESE	2500 ml	2497,2 ml	-0,11 %	COMERCIALIZADORA MELANIE
PIZZA MOZZARELLA CHEESE	2500 ml	2498,8 ml	-0,05 %	LÁCTEOS TODO QUESO
PEACHES YOGURT	150 ml	149,9 ml	-0,04 %	PROCESADORES DE LECHE DEL CARIBE S.A.S.

BASIC FAMILY SHOPPING GOODS

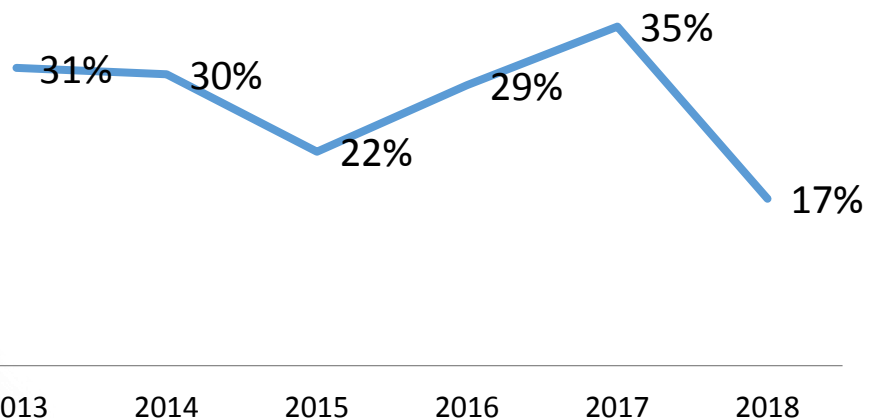
18 Inspections
36 Cities and Municipalities



GDP
1,36%

USD MILLIONS
\$ 5.139

non-conforming %



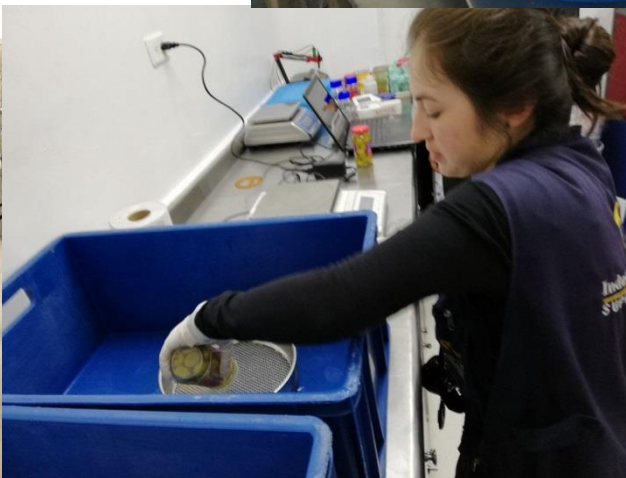
PRODUCT	Nominal Quantity	Average Weight	Deviation	Packed by
MILK BREAD	45 g	34,5 g	-23,3 %	RICKPAN
SOLUBLE "INSTANT" COFFEE 500 G	500 g	486,3 g	-2,8 %	INSTALTA COLOMBIA ZF S.A.S
EL GUALILO ROASTED COFFEE	500 g	490,3 g	-1,9 %	SERCAFE S.A.
EL MAIZAL GREEN BEANS 454 g	454 g	445,7 g	-1,8 %	COMERCIALIZADORA EL MAIZAL
DIMARCA WHITE SUGAR	500 g	491,0 g	-1,8 %	EMPAQUETADOS DINAMARCA
GRAN SEÑORA RICE LOTION x 70g.	70 g	69,2 g	-1,2 %	COMERCIALIZADORA GRAN SEÑORA 2



LIQUID STATE

19 inspections

7 Cities and Municipalities





MEDIO LÍQUIDO

100% CONFORME

1. Product custody



2. Weighing the sieve



3. Product drained
(2 min)



4. Weighing the
sieve and the product
drained



PAINTING PRODUCTS

48 inspections

9 Cities and Municipalities





50% NON-CONFORMING



R-87 ANNEX E PROHIBITION OF MISLEADING PREPACKAGES

Labeling requirements for prepackages (R-79)

Date Marking

This is the 'Use By', 'Sell By' and 'Best Use Before' date. It gives the date by which the food should be eaten.

USE BY

Product Name

Usually beside the brand name. Tells you what the food is.

Net Weight

This gives the actual weight of the food excluding the packaging. For canned foods packed in liquid, the net weight is the weight of the drained food.



Ingredient List

This shows all the ingredients that make up the product. The ingredients are listed in descending order by weight.

Nutrition Information

This panel shows the nutrients found in one serving or in 100 g / 100 ml of the food.

Usage Instructions

These are instructions for storing or using the product.

Manufacturer's Details

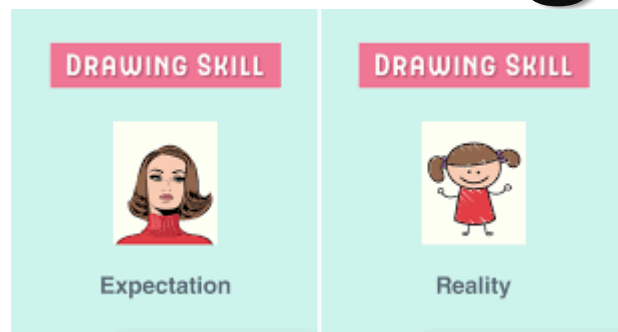
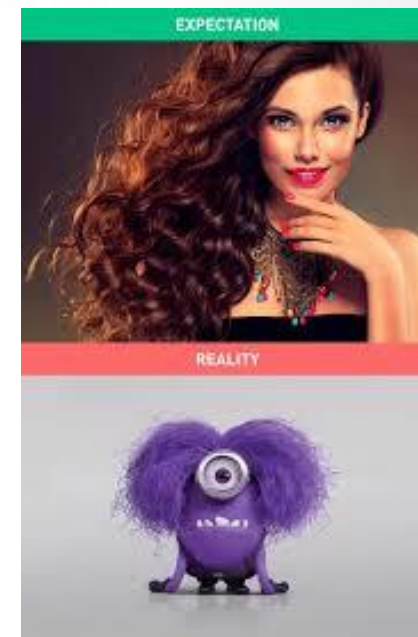
Every label includes the name and address of the manufacturer, importer or distributor.

Is labeling net content on the product enough to consider consumers are well informed?





When is a package misleading?



When it includes a false bottom,
sidewalls, lid or other covering.

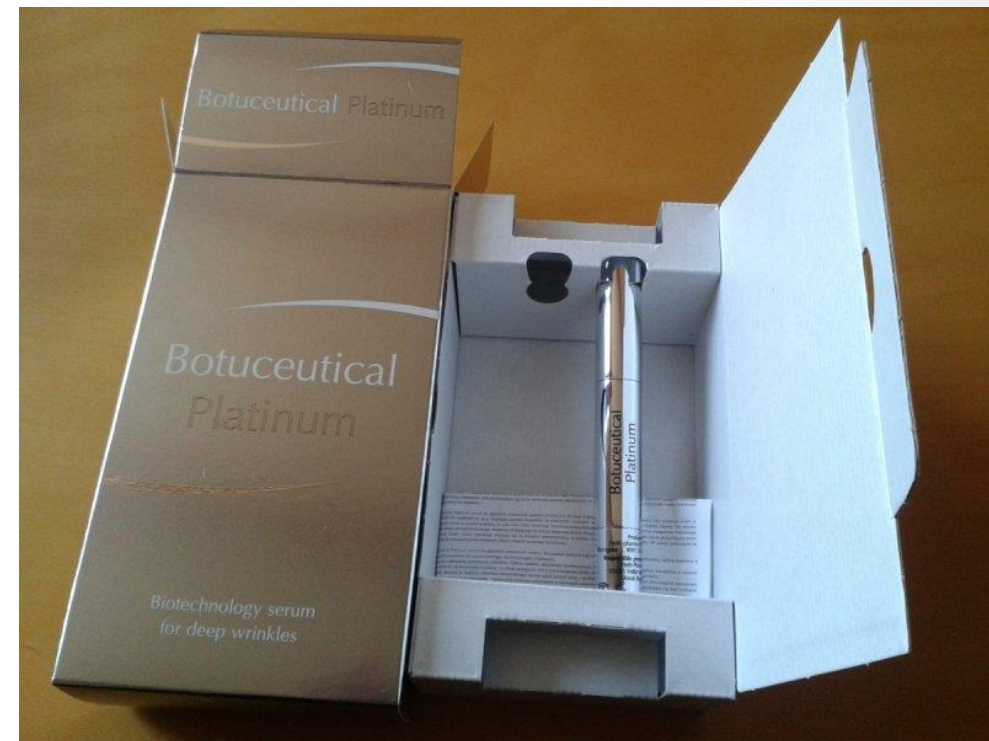


Valoramos lo que tú valoras.

When it includes a false bottom,
sidewalls, lid or other covering.



A prepackage may not be constructed or filled in such a way that may mislead or deceive a consumer.



If a consumer cannot fully view the product in a prepackage it may be considered to be filled.



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The requirements of machines used for enclosing the contents of the prepackage

Protection of the product

Functional slack fill

Unavoidable product settling during shipping and handling

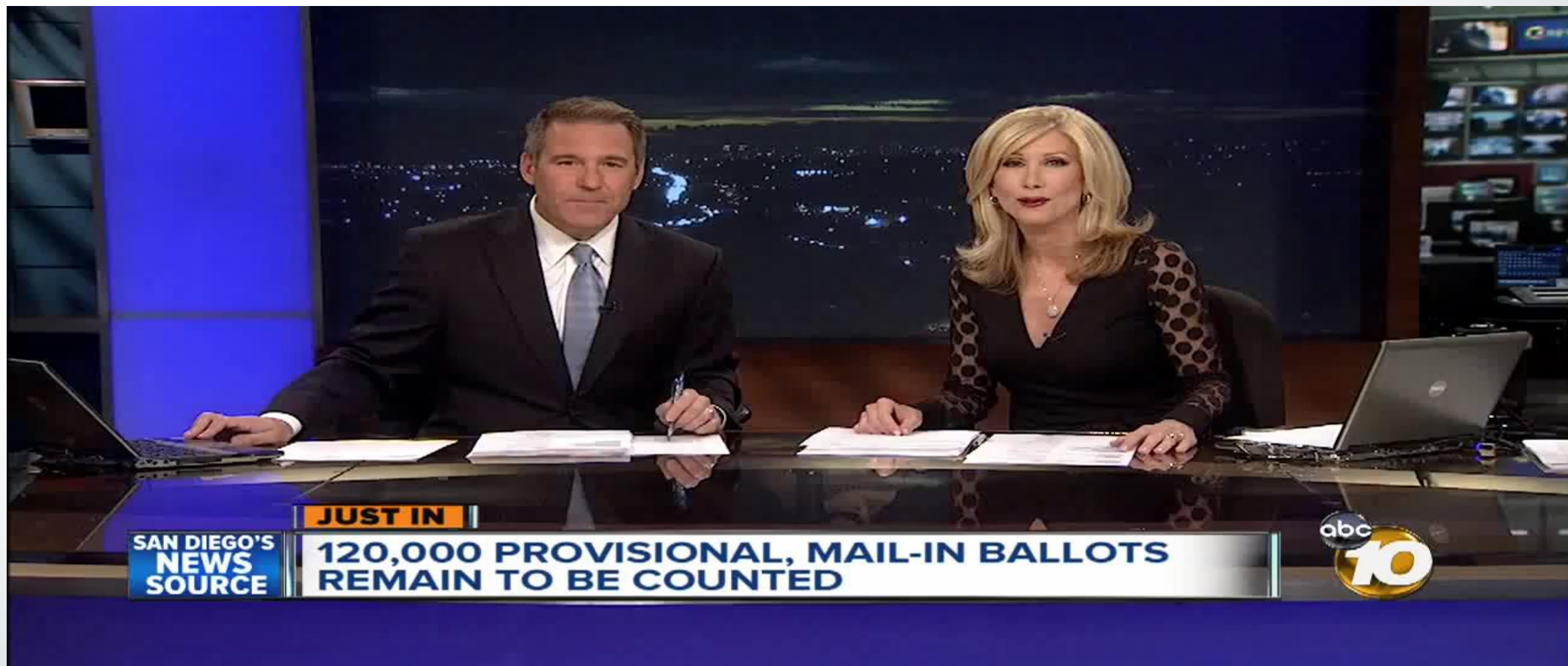
The need for the prepackage to perform a specific function is clearly communicated



ALL THAT EXTRA AIR IN THE POTATO CHIPS BAGS WE MAKE FUN OF REALLY SERVES A PURPOSE



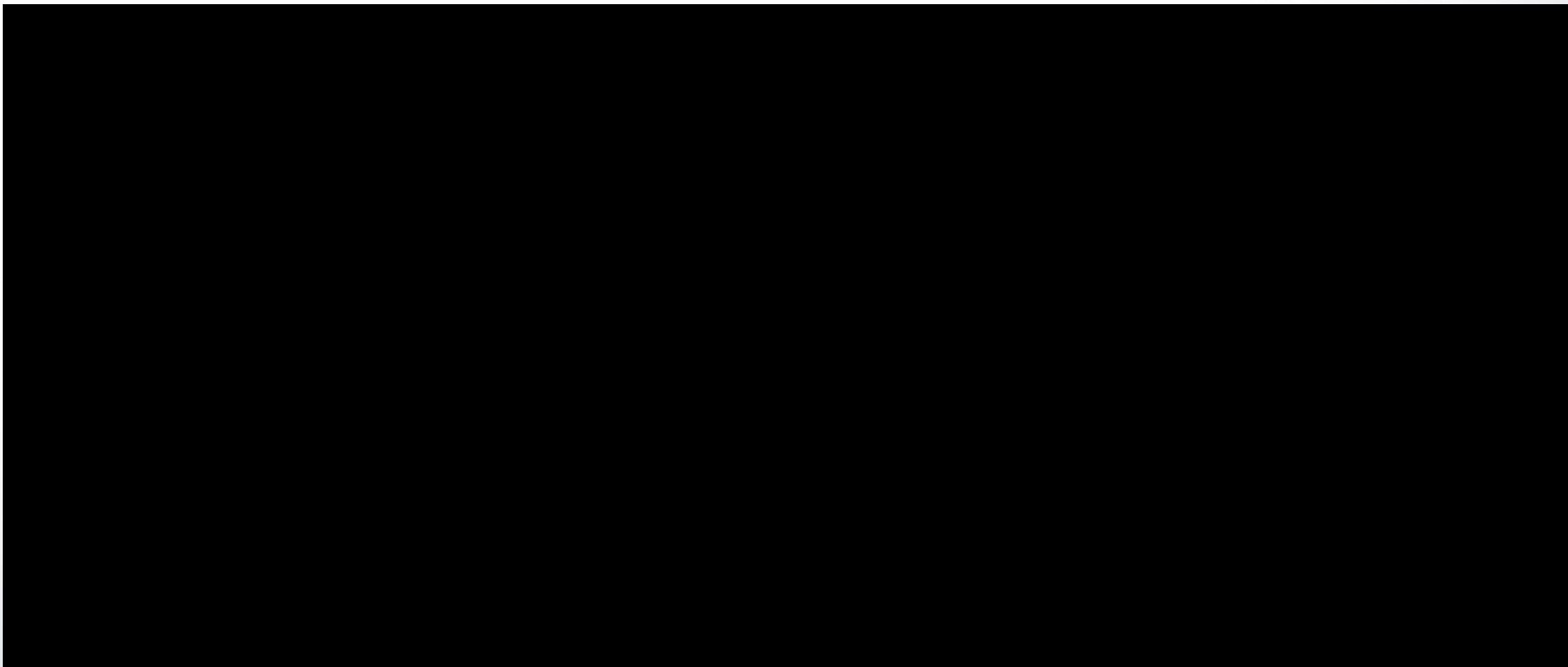
IT'S NITROGEN & PREVENT THE CHIPS FROM BREAKING

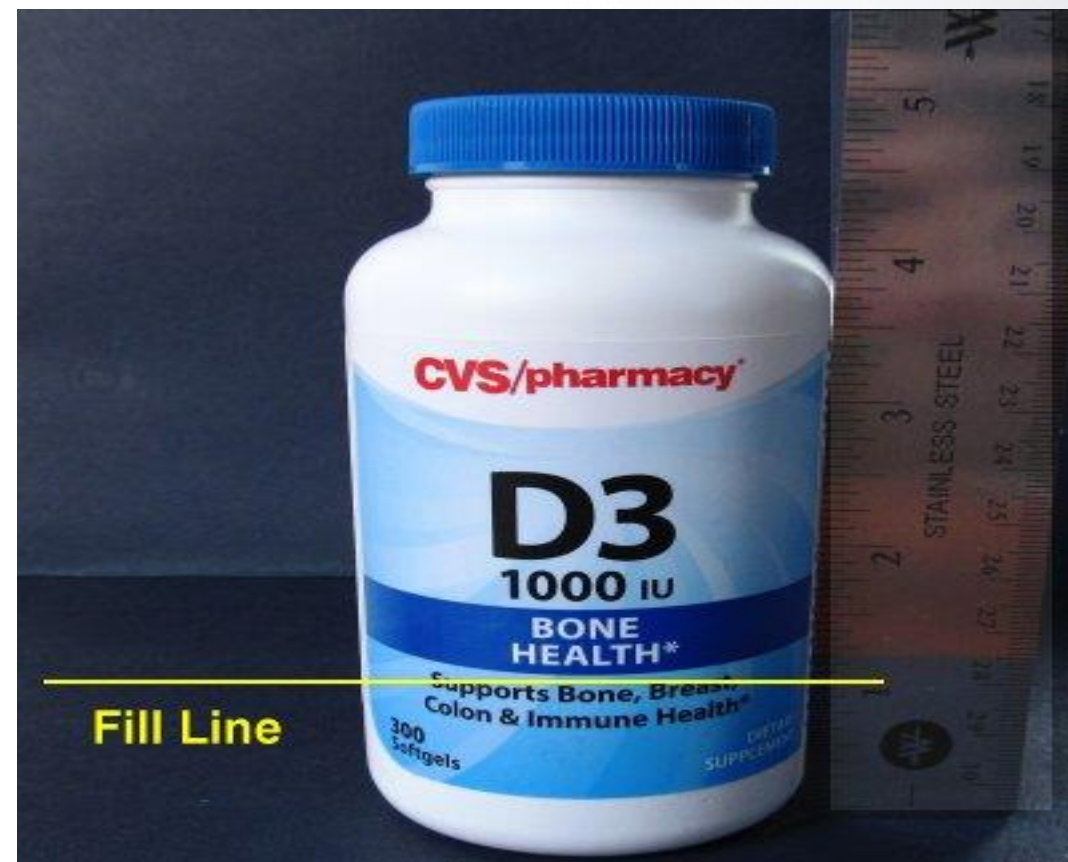


Misleading packages are fined in many countries!!

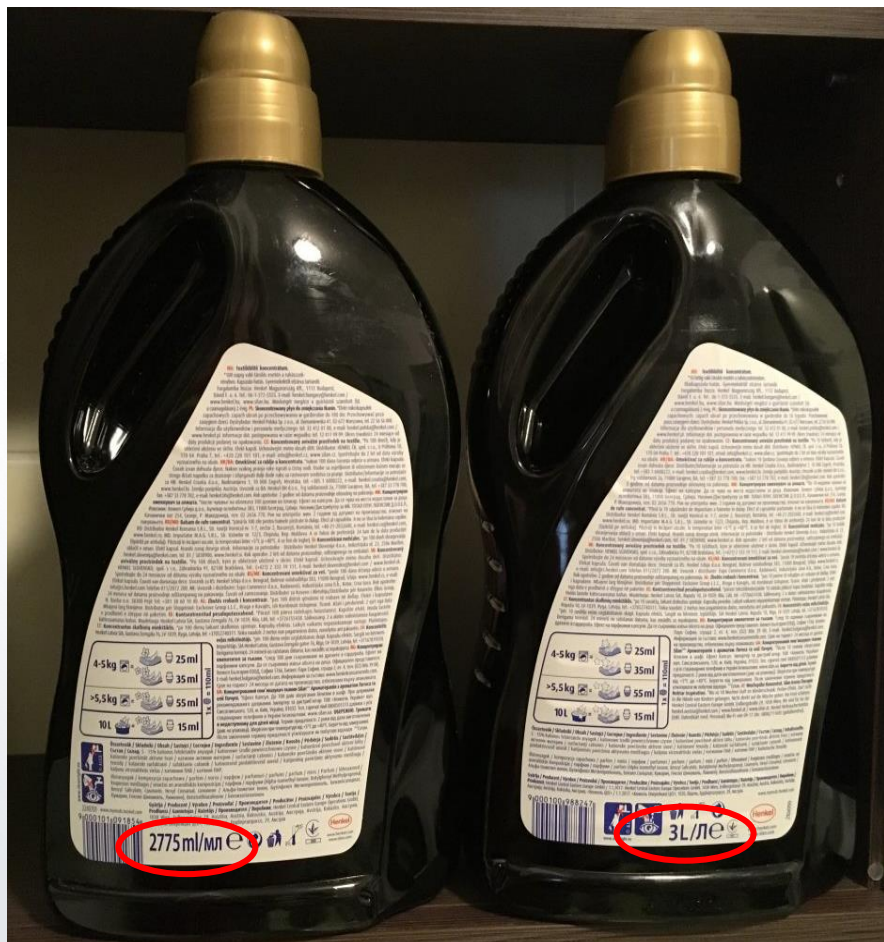


**In 2014, California Court fined CVS Pharmacies with US
\$225.000 for misleading packages in 11 products**





Decreasing Quantity



MISLEADING PACKAGING PRACTICES AROUND THE WORLD



MISLEADING PACKAGING PRACTICES AROUND THE WORLD



MISLEADING PACKAGING PRACTICES AROUND THE WORLD



© U.S. District Court of Missouri



MISLEADING PACKAGING PRACTICES AROUND THE WORLD



MISLEADING PACKAGING PRACTICES AROUND THE WORLD



MISLEADING PACKAGING PRACTICES AROUND THE WORLD



EU DIRECTORATE GENERAL FOR INTERNAL POLICES

Producers
introduce stealth
price increases
making it
unnoticeable for
consumer

Paper on Misleading Packaging Practices

Producers incur in
these practices
because they need
their product to
prevail in the
competitive market

Published
on 2012

Based on national
reports from 13
Member States

In general, the paper indicate that consumer's find their expectations deceived when they expected

Greater quantity

Better quality

Products that don't have certain characteristics they estimated it should have





DIRECTORATE-GENERAL FOR INTERNAL POLICIES
POLICY DEPARTMENT
ECONOMIC AND SCIENTIFIC POLICY **A**



Although deceptive packaging practices are against EU legislation, there are some regulatory gaps that make it possible beyond the boundaries of EU regulation

EU's Member States need to set up a centralized database for the identification of misleading practices like it already exists in Germany, the Czech Republic and Poland

The EU should standardize packaging requirements. When is a package misleading

EU legislation should grant consumers the right to **withdraw from the purchase**

CONCLUSIONS

What Colombia has done?

54 productos inspeccionados



What Colombia has done?

54 productos inspeccionados



PRICE PER UNIT OF MEASUREMENT - PUM



mo, Premium 100% Arabica Coffee Beans, Medium Roast, Whole Beans,

ncisco
tions



Exclusively for Prime Members Details

Price: **\$15.95** (\$0.50 / Ounce) **prime pantry**
This item, priced at **\$15.95** is reserved for Prime members.
Currently Unavailable.
We don't know when or if this item will be back in stock.

Fills 4.2% of your Pantry box (?)

What is Prime Pantry?
Low-priced everyday essentials in everyday sizes

Share    

AmazonFresh Whole Bean Coffee, by An

Light Roast,	Medium Roast, Whole Bean,	Medium Roast, Whole Bean,

for Prime Members Details

Price: **\$15.95** (\$0.50 / Ounce) **prime pantry**
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Industria y Comercio

SUPERINTENDENCIA

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