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Product information for consumers

Information sur les produits pour les consommateurs

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Foreword

ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission) are worldwide federations of national standards bodies (ISO member bodies and IEC national committees). The work of preparing International Standards is normally carried out through ISO and IEC technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO or IEC, also take part in the work. ISO collaborates closely with IEC on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

Draft Guides adopted by the responsible Committee or Group are circulated to the member bodies for voting. Publication as a Guide requires approval by at least 75 % of the member bodies casting a vote.

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2. www.iso.org/directives

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

ISO/IEC CD Guide 14 was prepared by the ISO Committee on Consumer Policy (COPOLCO). This third edition cancels and replaces the second edition (ISO/IEC Guide 14:2003), which has been technically revised.

The main changes compared with the second edition are as follows:

- Improved scope and introduction;
- Mention of new purchase information labelling tools, such as QR codes or RFID tags, available on the packaging of the product;
- Relationship established with ISO/IEC Guide 37 (Instructions for use of consumer products)
- Relationship established with ISO/IEC Guide 41 (Consumer needs in packaging);
- Consideration for vulnerable persons' product information needs;
- Content added on recycling, and second-hand goods;
- Improved treatment of risk, sustainability and privacy issues;
- Addition of new clauses on performance and conditions of use, dependability considerations;
- Updating of references and addition of new ones to the Bibliography;
- Deletion of purchase information bodies and purchase information systems (obsolete content).

Introduction

Product information for consumers is a vital part of any consumer product or service. Improving the quality of information increases consumers' ability to make a reasoned choice at the point of purchase. It helps to minimize the risk of incorrect or inappropriate purchases or contracts. Consumer uncertainties are reduced and consumer satisfaction is increased. Those who supply a high standard of product information enhance their commercial reputation, and save time and money by reducing enquiries and complaints.

This Guide addresses the following:[scroll-bookmark-1](#)

- committees preparing standards for consumer products or services;
- consumer product designers, manufacturers, technical writers, marketers, graphic artists or others engaged in the work of drafting such information;
- other bodies such as enforcement agencies or consumer ombudsmen.

The Guide's primary purpose is to advise those responsible for drafting national or International Standards on what information prospective purchasers (whether products or services) require and expect. However it might also assist those who write purchase information (e.g. suppliers), as well as enforcement authorities.[scroll-bookmark-2](#)

Aspects of product information might be subject to different types of regulation in various jurisdictions and/or industry standards or technical specifications. Therefore, it is important that suppliers maintain an awareness of and comply with the laws and regulations of the countries where the consumer products are manufactured, imported, distributed and sold.[scroll-bookmark-3](#)

There are a number of methods to provide information to consumers about products and related services: written or printed, online, verbal or a combination of the three. Online information is increasingly used by consumers for pre-purchase research and decision making.

There is considerable scope for further standardization in the field of product information in terms of individual consumer products and related services, and even more so for groups of consumer products and related services.

Product information for consumers

1 Scope

This Guide provides guidance on provision of information concerning products and related services intended for consumers. It outlines general principles and recommendations for contents, methods, formats and design enabling consumers to compare and choose consumer products and related services prior to purchase.

NOTE 1 See ISO/IEC Guide 41, *Packaging — Recommendations for addressing consumer needs*

NOTE 2 See ISO/IEC Guide 37, *Instructions for use of products by consumers*

NOTE 3 See ISO/IEC Guide 51, *Safety aspects — Guidelines for their inclusion in standards*

This Guide does not deal with conformity assessment.

2 Terms and definitions

2.1

Consumer

individual member of the general public purchasing or using property, products or services for private purposes

Note 1 to entry: The term “consumer” covers both customers and potential customers. Consumer products and services might be one-off purchases or long-term contracts or obligations.

[SOURCE: ISO 26000:2011, 2.2]

2.2

Consumer product

product designed and produced primarily for, but not limited to, personal use, including its components, parts, accessories, instructions and packaging

[SOURCE: ISO 10377:2013, 2.2]

2.3

Harm

injury or damage to the health of people or damage to property or the environment.

[SOURCE: ISO/IEC Guide 51:2014, 2.1]

2.4

Hazard

potential source of harm

[SOURCE: ISO/IEC Guide 51:2014, 2.2]

2.5

Information material

material produced in order to convey information to the purchaser or user of a consumer product or service

2.6

Instructions for use

information provided by the producer of a consumer product or service to the user, containing necessary provisions to convey the actions to be performed for the safe and efficient use of the consumer product or service

2.7

Label

item, attached to a consumer product (if practicable) or its container” which displays information related to one or more characteristic(s) of the consumer product

2.8

Marking

symbols, pictograms, warnings, logos, or inscriptions on the consumer product, label or packaging to identify its type, which might also include short textual messages

2.9

Purchase information

information that describes the physical or functional aspects of a product which is given to a consumer prior to the purchase of a product to allow informed choice

Information about the consumer product which will allow the consumer to make an informed choice, e.g. function, price, physical characteristics, warnings, safety aspects, expected life, storage, safe disposal, sustainability, etc.

2.10

Residual risk

risk (2.12) remaining after risk reduction measures have been implemented.

[SOURCE: ISO/IEC Guide 51:2014, 3.8]

2.11

Risk

combination of the probability of occurrence of harm (2.4.) and the severity of that harm

Note 1 to entry: The probability of occurrence includes the exposure to a hazardous situation, the occurrence of a hazardous event, and the possibility to avoid or limit the harm

[SOURCE: ISO/IEC Guide 51:2014, 3.9]

2.12

Risk reduction measure

protective measure

action or means to eliminate hazards or reduce risks

EXAMPLE Inherently safe design, protective devices, personal protective equipment, information for use and installation, organization of work, training, application of equipment and supervision

[SOURCE: ISO/IEC Guide 51:2014, 3.13]

2.13

Supplier

person or organization supplying a consumer product or providing a service

[SOURCE: ISO 10377, Consumer product safety - Guidelines for suppliers]

EXAMPLE Designer, producer/manufacturer, importer, distributor, or retailer of a product or service

Note 1 to entry: In a contractual situation, a supplier is sometimes called “contractor/vendor”.

[SOURCE: ISO 9000:2015, 3.2.5, note 2 to entry, modified]

2.14**Second-hand goods (SHG)**

Second-hand goods are those goods that have been in service and are re-entering a market for sale or use by a second or later end user

Note 1 to entry: For the purpose of this standard, products that are rebuilt, refurbished or remanufactured are not considered to be SHG

Note 2 to entry: Rebuilt, refurbished or remanufactured are used as defined in WTOTN/MA/W/18/Add.11 issued December 5, 2005 "Market Access for non-agricultural products: Negotiating NTBs related to Remanufacturing and refurbishing".

Note 3 to entry: SHG do not include those goods that are sold for the first time but might have deficiencies or imperfections which might also be referred to as 'seconds'.

2.15**Vulnerable consumer**

consumer who, either temporarily or permanently, is at greater risk of harm from products or systems, due to age, level of literacy, physical or mental condition or limitations, or inability to access product safety information

Note 1 to entry: See ISO/IEC Guide 51 for information about risk ([2.12](#)).

2.16**Warranty**

written guarantee, issued to the purchaser of a product or service by its supplier, promising to repair, refund or replace within a specified period of time

2.17**Cooling off period**

period of time following a purchase during which a consumer may change his mind and return the purchase. SOURCE?

2.18**Complaint"**

<customer satisfaction> expression of dissatisfaction made to an organization, related to its product or service, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected.

[SOURCE: ISO 9000:2015, 3.9.3]

Note 1 to entry: ISO 10002 provides information on complaints handling in organizations

2.19**Guarantee**

A formal assurance (typically in writing) that certain conditions will be fulfilled, especially that a product will be repaired or replaced if not of a specified quality.

2.20**Safety Data Sheet**

document that provides information on the properties of hazardous chemicals, how they affect health and safety in the workplace and how to manage the hazardous chemicals in the workplace

[Source: ISO 13329:2012, 3.29]

2.21

Accurate pricing

the total amount of money to be paid by the consumer for the product and/or related services and which reflects the complete disclosure of any and all additional costs that could impose additional financial charges on the consumer,

Note 1 to entry: examples of this might include, but not be limited to: usage fees; opt-out charges; registration fees; repair, maintenance, and servicing costs; consumable parts; warranties; taxes; insurance; licenses or permits; required safety equipment; connection fees; subscriptions; required parts and/or related services not included with the product, to be supplied by the consumer, and required for proper use; shipping, delivery, and handling.

2.22

Consumer redress

compensation for economic harm, whether in the form of a monetary payment (restitution, damages, or other form of relief) or a conduct remedy with a restorative element (exchange of a good or service, specific performance or rescission of a contract).

[SOURCE: OECD Recommendation on Consumer Dispute Resolution and Redress (2007)].

3 Purchasing information

3.1 Objective of purchasing information

The overall objective of purchasing information is to provide information to consumers that will enable them to make informed decisions when purchasing a new or used consumer product, including assurance that adequate details are provided on using, assembling, installing, maintaining, storing and disposing of the product in a safe manner.

NOTE 1 See ISO/TS 20245 for more information about cross-border trade in second-hand goods.

NOTE 2 “product” in this context includes related services .

NOTE 3 See ISO/IEC Guide 76 for provisions on consumer needs in services

NOTE 4 See ISO/IEC Guide 50, for provisions on child safety in standards

NOTE 5 See ISO/IEC Guide 51 for provision on safety aspects in standards

3.2 General principles

This clause provides a description of principles for conveying information to consumers when they are considering whether or not to acquire a new or used product or service: by written, printed or verbal means, and online content. In addition it describes general considerations that apply to all. The principles appear in [Table 1](#), split by category.

NOTE Purchasing includes buying products or services, leasing products or services, or obtaining products or services distributed with no financial transaction.

Table 1 — Recommendations for consumer information by category: Use of language, presentation of information, and business practice

Language	
—	Use clear, simple, unambiguous, relevant, complete language that is intelligible in the country of sale/access;
—	Give the consumer information in the language(s) of the country where the product is distributed, in accordance with regulatory requirements;
Presentation	
—	Avoid misleading or deceptive information likely to create an erroneous impression of the product

Table 1 (continued)

—	Make information transparent and pertinent; avoid unnecessary detail which might distract the consumer from making an informed purchasing decision.
—	Restrict the use of technical terminology to an absolute minimum;
—	Promotional material should not contradict the principles in this document;
—	Format should facilitate access to information;
—	Information should provide traceability, e.g. the most common supply chain practice of a barcode with an embedded globally unique number, or a combination of serial number, batch or lot number, expiry date and production date;
—	The consumer product identification should remain on the traceable item or attached to it until the traceable item is consumed, returned, or destroyed;
—	Include information on assembly, installation, intended and safe use, intended age of user, maintenance, storage, life span and disposal of a consumer product needed to make a purchasing decision; this is becoming crucial in the context of the blurring of public/private spheres and the Internet of Things.
Business practice	
—	Specify conditions for entering or cancelling a contract, including cooling-off periods. This is particularly important if a consumer seeks redress or if contract cancellations entail additional costs and/or financial loss;
—	Avoid preparing, adopting or applying material with a view to, or with the effect of, creating unnecessary obstacles to international trade;
—	As privacy is a sensitive matter, convey how you are collecting information about the consumer. Consumers have the right to know why their data is being collected and how it is being used.
—	Provide information related to health risks and hazards in usage, storage, and disposal of products to the consumer
—	Give consumers the total price of a product, including any additional costs such as periodic fees, service costs, subscriptions, connection costs, and taxes, etc. Price remains the main factor when making purchases. Consumers must know the total price, as principal/basic information. They may feel cheated if they are drawn to a lower price of a product and services only to find out that the price is higher when they request more information.
NOTE: See ISO 10008 for related guidance in the online environment.	
—	Consider all relevant aspects of the life cycle of the consumer product or service, including sustainability aspects;

There are different types of information channels available for use. Depending on the product characteristics, product information can be on the consumer product itself, on packaging, in accompanying material, a database accessed from packaging to the internet, a toll-free call-in number, or in any combination of these forms.

For the purpose of comparison, the provision of information should, where it exists, be based on standardized terms, validated data, normative documents, or on other commonly accepted agreements or practices.

Whenever information of a technical nature relating to the characteristics of a consumer product is made known to the public, the definition of these characteristics and the method of verifying the information should be based as far as possible on International Standards. If such standards are not available, national standards should be used. The only exception may be where official national or regional legislation or regulations apply.

Conformity to the relevant standard(s) should be presented in a way that allows the consumer to identify which characteristics of the consumer product or service conform to the standard(s). The process of selecting and grouping together consumer-relevant characteristics and the underlying criteria can best be undertaken by a standards committee or another legal or private body representing all interested parties.

3.3 Minimum contents and presentation

The degree of interest shown by potential purchasers will vary, and it can on occasion be useful to provide the information on two levels. The first level of information is intended for those seeking a

minimum amount of data on the key characteristics of the consumer product or service. The second level is for those wishing to know more details concerning, for example, technical matters such as minimum contents (covered by first level), specific function, or limitations of the service or consumer product.

For consumers who require more information about a particular consumer product or service before making a decision to purchase or enter into a contract, the means to obtain that information should be made clear. Consumers should have access to relevant types of information which could aid them in making informed decisions about the purchase and maintenance of the product.

It should include the following:

- a) identification of the consumer product or service including its characteristics, contents and materials (e.g. chemicals, etc.) and limitations for use;
- b) country or countries where the consumer product was manufactured or assembled;
- c) name and full address of the manufacturer or supplier;
- d) essential performance characteristics, conditions and any limitations for use (see [Clause 3.4](#) below);
- e) information about spare or replacement parts and how to obtain them;
- f) information about additional parts that are available for certain environments, e.g. guard devices;
- g) safety concerns, including known risks and hazards, and residual risks;
- h) warranties and guarantees;
- i) complaints-handling procedure(s);
- j) need for special (professional) installation;
- k) consumption of resources, e.g. energy required for use;
- l) the expected duration of the life of the product (e.g. product testing, clinical trials);
- m) the privacy implications of using the product;
- n) environmental issues, and potentially negative impacts associated with the development, use, storage, or disposition of the product or any of its component parts (including recycling);
- o) a way to contact the supplier, e.g. mailing address, website or toll-free number;
- p) information regarding the dependability and/or reliability of the product, especially in comparison to similar products to give the consumer confidence in their choice.

The location, nature and content of the available purchase information should be clearly referred to on the first page of any document related to the consumer product or service. If relevant, a picture of the consumer product should be available.

It is important to pay attention to needs, where relevant, of vulnerable consumers who might not have access to printed information (literacy issues), electronic information (digital divide, poverty), or verbal information (physical isolation, language barriers).

NOTE 1 See ISO/IEC Guide 50 and ISO/IEC Guide 71 for information about vulnerable consumers.

NOTE 2 See ISO 10377 for information about consumer product safety guidelines for suppliers.

NOTE 3 See ISO/IEC Guide 51 for information about managing risk for consumer products.

NOTE 4 See ISO 10393 for information about product recall.

NOTE 5 See ISO Guide 64 for information about environmental issues in products.

NOTE 6 See ISO/IEC Guide 41 for information about residual risks in packaging.

NOTE 7 See ISO 10002 for information about complaints handling.

3.4 Performance and conditions of use

Information should be included about the performance and conditions in order to meet increased expectations of consumers. Performance can include whether the consumer product is intended for light use or heavy use or whether it is suitable for an extended period of time. Compatibility information is important, especially with media products, as well as any limitations for use in application. Other factors can be ones such as acceptable ranges of temperature, humidity pressure, load or energy consumption.

3.5 Dependability considerations

Consumers expect products to have a very high level of dependability. The importance of considering dependability aspects can vary significantly with the type of consumer product. For limited use and time-limited products, it might not be necessary to provide much information to the consumer. For others there are important things for the consumer to consider about reliability, maintenance and maintenance support requirements when buying a product.

NOTE IEC/TC56, *Dependability* defines dependability as including attributes of availability, reliability, maintainability and supportability. Current standards for IEC/TC56 are intended mainly for industrial purposes but the basic principles apply equally to consumer products although the scope and implications are clearly somewhat different.

Manufacturers and vendors should be required to advise the consumer that

- the reliability of a consumer product is able to meet the needs of certain uses of that consumer product,
- There will be sufficient traceability for maintenance and recall support for a consumer in case of failure,
- there are maintenance requirements and documented procedures that are crucial to the continuing performance and reliability of the consumer product,
- spare parts will be available when needed, and
- the consumer product has a certain lifespan before it becomes obsolete.

3.6 Second-hand goods

There are many issues with maintainability, portability of guarantees being transmissible with the sale of the used goods and other conditions that apply to the sale of the used product. The same product information for consumer rules concerns also second-hand goods. (B2C)

NOTE In the case of cross-border trade in second-hand goods, see ISO/TS 20245.

4 Methods of conveying information

4.1 Written and printed information

Often two methods of conveying information are used in combination: first, linking a condensed statement which deals with a number of fundamental points to the consumer product; and secondly, providing more wide-ranging information in catalogues, leaflets, websites or other material related to the consumer product. Complete purchase information depends on the ability of consumers to receive and use both types of information. Each part should therefore be meaningful in its own right and should also be capable of correlation with the other

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Specific information on complaints and redress, along with relevant regulation, if any, should be incorporated into any purchase contract and be readily accessible when a purchaser makes a decision about purchasing.

NOTE Conditions for cooling off periods, returns, refunds, repairs and guarantees, late or non-delivery of goods, unfair contract terms and complaints are subject to regulation in many countries.

4.2 Online information

4.2.1 General

When using online information for purchase, the link provided should take the consumer directly to the relevant page.

Particular attention should be given to the provision of online information about consumer products and related services. This method of conveying information offers purchasers easy access to extensive amounts of data. It can include interactive purchase information, as well as combinations of purchase information (including company websites, social media, video displays or clips) and methods of electronic payment.

When consumer product information is presented online, steps should be taken to ensure online consumers can make an informed decision about whether or not the consumer product is safe and right for them. To help consumers make a safe and confident purchase, always provide:

- clear consumer product descriptions,
- good quality consumer product images that consumers can zoom in on to see details of the labelling and any other relevant information,
- images of required labels, warnings and safety features,
- lists of ingredients,
- clear instructions for use, and
- information as described in [3.3](#) (list of minimum information).
- electronic payment methods .
- verification and confirmation of purchase.
- Dedicated complaints handling area of a website”.
- Full contact information: (Name, telephone, internet site, and full address)

The needs of vulnerable consumers should be taken into account.

NOTE ISO/IEC Guide 71 covers the needs of vulnerable consumers

4.2.2 Short description and guidance on linear bar codes, Quick Response (QR) codes and other machine-readable information

One way to secure electronic information is the use of mobile devices, such as smart phones, combined with machine-readable information which is printed or incorporated into the packaging.

It is important to note that the use of such technologies will likely disadvantage some vulnerable consumers who might not have the means to access this information.

An example of such a method is the use of a QR Code, where the Internet’s Uniform Resource Locator (URL) for the consumer product (or general information on the manufacturer) is printed onto the packaging or shelf display. As in the case of [Figure 1](#), scanning the QR Code with a mobile phone along with any one of many software applications takes the operator of the mobile phone to the ISO standards page.



Figure 1 — QR Code

Instead of a “standards” page, the landing can alternatively be the consumer product’s contents, known allergens, Material Safety Data Sheet (also known as an SDS), preparation, assembly, operation and maintenance instructions, or any other information that can be linked with the consumer product. The manufacturer can also provide a coupon in the form of an optically readable symbol to be read at point-of-purchase.

In addition to optically-readable media such as a QR Code, other packaging can incorporate Near Field Communication (NFC) or Radio Frequency Identification (RFID). The same information can be able to be delivered to the consumer via radio waves instead of optical imaging. A potential benefit of acoustically-readable media, such as NFC or RFID, is that the packaging can communicate to another device such as a medicine cabinet, microwave oven, or refrigerator to provide dosage, preparation, and inventory information. A medicine cabinet equipped with a reader can verbally identify the medication and dosage instructions to the consumer.

When mobile access is desired for additional information on a consumer product QR Codes can be useful when encoded with the URL of the website where a manufacturer provides consumer product information and promotional information.

A number of International Standards provide specifications for machine-readable technologies.

NOTE 1 See ISO/IEC 18004 and ISO/IEC 16480 for more information about symbols used in QR codes.

NOTE 2 See ISO 28219 for information about labelling with machine-readable technologies.

NOTE 3 See ISO 22742 for information about marking requirements for consumer product packages.

NOTE 4 See GS1 General Specifications (<http://www.gs1.org/genspecs>) for requirements about consumer products destined for the retail marketplace.

NOTE 5 See the standards of the Health Industry Business Communications Council (<http://www.hibcc.org/udi-labeling-standards/barcode-upn-standards/>) or those of GS1 guidance on consumer products destined for the healthcare marketplace, for healthcare-related consumer product information guidance.

NOTE 6 Another source of product information is online consumer reviews; this is covered in the scope of ISO/TC 290.

4.3 Verbal information

Verbal information is, in principle, a medium used to support the relationship between those who sell and those who purchase products and related services. It provides the means for consumers to obtain an increased understanding of what is available to be purchased. If information is to be provided verbally, it should be given in a language understandable to the purchaser, and in a manner that respects the consumer’s privacy.

The same principles apply to verbal information as for other forms of information.

It is important for telesales and customer contact centre agents to speak slowly and distinctly, and, where feasible, for such operations to route calls to or from agents whose language and/or dialect

matches that of the region where the customer is situated. Suppliers should take into account the different needs, circumstances and abilities of vulnerable consumers.

Checklists of the type of information to be provided during verbal exchanges of information can prove of value to both parties.

5 Formats and design principles

5.1 General

Any measure taken to increase the recognition by the consumer of purchase information is helpful. Consumers' identification with, and confidence in, purchase information increases as a result of familiarity with common formats and design principles.

NOTE ISO/IEC Guide 37 provides additional guidance regarding principles and recommendations on the design and formulation of information for consumers.

5.2 Principles

For the purpose of perception, recognition and comparison, the provision of purchase information should remove or minimize consumer confusion.

It should be provided in a wide range of accessible formats, and at different stages of the purchasing process to ensure that consumers have every opportunity to see and understand the necessary information. It should be given in plain and commonly understood wording. If there are requirements or other regulations dealing with the provision of information in detail, they should be met. Data should be given with the International System of Units (SI), with pricing per unit (unit pricing), and on a common basis (preferably International Standards), and referenced. Individual data should be shown in relation to the ruling market data, for example by giving an individual performance figure in relation to a range of other consumer products or services.

NOTE ISO 21041, Guidance on unit pricing, is under development in ISO/PC 294.

- It should present complex technical, or service-related, information by means of a classification or rating system, or some other means of combining a number of single performance data in a simple manner.
- It should present a single consumer product which forms part of a distinct product group or product "family" as part of that product group or service of which it is a member.

5.3 Use of diagrams, symbols and pictograms, scales and tables

Pictorial forms can be an important means of presenting information. They include:

- graphical presentations, such as overviews created by putting data into tables, which are a helpful means of making a consumer product or service more transparent, and
- diagrams, tables or graphs which relate the actual value of an individual performance characteristic to the market-relevant range of performances.

Pictures, diagrams, symbols, scales and tables can be effective means for conveying purchase information, but their message should be unambiguous (see 4.3); markings and symbols (if suitable symbols exist) should be specified in accordance with International Standards.

A single consumer product or service which forms part of a closely related homogeneous group of consumer products or services should be presented in the context of the group in order to make options and alternatives evident.

Where symbols and pictograms are used, they should have been objectively tested and independently shown to be understandable by prospective purchasers. Graphical symbols should conform to

recognized standards, for example ISO 7000, ISO 7001 or IEC 60417. In addition, symbols, pictograms and markings should be explained in the instructions for the use of the consumer product.

NOTE Further detailed guidance is given in ISO/IEC Guides 37 and 74.

5.4 Recognizability and uniformity

Attention should be given to the most appropriate location for the information.

To emphasize warning notices and any other information concerning safety, the use of larger or different typeface or other means of increasing conspicuousness is recommended (see ISO/IEC Guide 37).

NOTE See ISO 3864-1 for guidance on use of colour to convey information on safety.

The use of topographies and colors can be an effective means of distinguishing purchase information from promotional material. Lettering should be in a size that can be easily read at the time of purchase and as specified in the appropriate national or International Standard. Owing to the relatively high incidence of colour vision impairment and other visual inadequacies, coloured lettering on coloured backgrounds should be avoided and there should be strong contrast between the lettering and the background. It should be visible, permanent, in legible characters in contrasting color to the background where it is printed or embossed. Use of Braille for blind and low vision consumers should be considered.

Written instructions (e.g. typeface, size, font size, font style, font colour, contrast, lay-out, background colour) should be as clear and as large as practicable in order to ensure the greatest possible legibility for all potential purchasers, including those with vulnerable consumers.

The ideal choice of font and other characteristics will be influenced by:

- the constraints of the media (space available),
- design aspects, e.g. typeface, size, font size, contrast, font colour, layout, background colour
- product type,
- type of information (e.g. safety-related or general), and the
- target purchaser or user.

NOTE 1 See ISO/IEC Guide 71 for information about the needs of vulnerable persons.

NOTE 2 See ISO/TR 22411 for information about needs of persons with visual impairments.

Uniformity in the appearance, format and sequencing of information content, in particular with regard to purchase information, is needed to assist consumer recognition and comprehension.

Information intended to be retained by the purchaser for future use should be in a form that will not deteriorate in normal use.

To the extent possible, the material should be photocopy-compatible to ensure that colors copy in black and white without loss of essential information.

5.5 Permanency

Information intended to be retained until the end of the product life should not deteriorate over the life of the product. Electronic information should also meet this condition. If it is not possible, a website should provide a contact point for this information.

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- [25] ISO/IEC Guide 71, *Guide for addressing accessibility in standards*
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- [27] ISO/IEC Guide 76, *Development of service standards — Recommendations for addressing consumer issues*
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