

# ARE YOU READY?

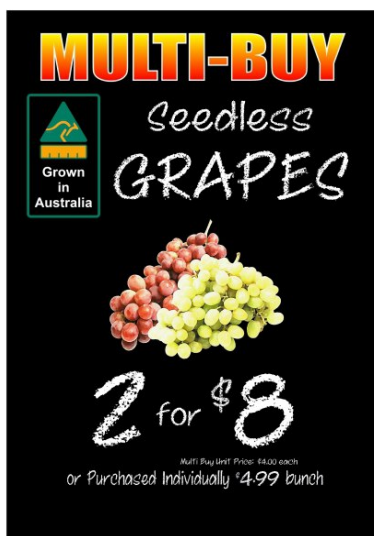


## TIME IS RUNNING OUT FAST!



Does your ticketing comply with the new  
Country of Origin labelling laws?

**Phototicket** can help you comply with the new law!



Free Phone  **phototicket**  
Bringing retail to life

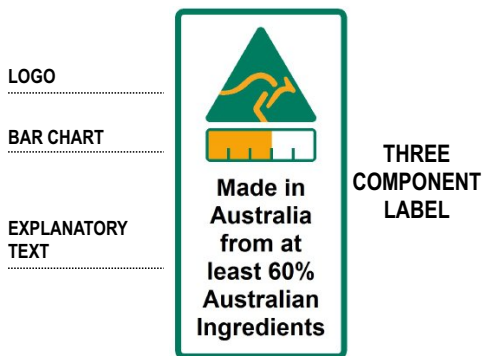
## 1800 207 675

*to discuss our low cost solution today*

# Australian Country of Origin Labelling

On 1st July 2016, the new Country of Origin Food Labelling Information Standard came into effect under Australian Consumer Law (ACL).

## Australian Origin Claims: The "Mark"



### Scope

This law requires all Priority Foods to carry the "The Mark" on or near them in relation to Country of Origin. For example a price ticket.  
Some examples of Priority foods include Fruit and Vege, Meat, Deli Lines, Cheeses, Chicken, Fish and/or products made from these.

Information and documents defining exactly how, when and where the "Mark" should be used can be found on the following government web sites:

Phototicket can easily generate all necessary variations of "The Mark".

### Australian Government

<https://www.legislation.gov.au>

Country of Origin Food Labelling Information Standard 2016

### Australian Competition & Consumer Commission

<https://www.accc.gov.au>

A Guide for Business - Country of Origin food labelling

### Department of Industry and Science

<https://www.business.gov.au>

Country of Origin Labelling for food forums

Country of Origin Labelling Online Tool

Country of Origin Food Labelling Style Guide

### Transition Period

A two year transition period has been provided, ending on 30 June 2018.

For the remainder of the transition period, products can be labelled either according to the new rules, or the rules currently in the Food Standards Code.

From 1 July 2018, all products must be labelled in accordance with the new Information Standard.

The scope of food products covered by mandatory country of origin labelling requirements under the Food Standards Code is retained in the Information Standard.

### Non-compliance with the Standard and the ACL

Businesses must still ensure that any country of origin representation made is not false, misleading or deceptive.

Non-compliance is likely to contravene the ACL (Australian Consumer Law)

The ACCC will be actively monitoring compliance.

**Maximum financial penalty for a breach of the ACL is \$1.1 million for a corporate body and \$220,000 for a person.**



## Self adhesive labels.

Need to create shelf adhesive labels for in-store packaged products?

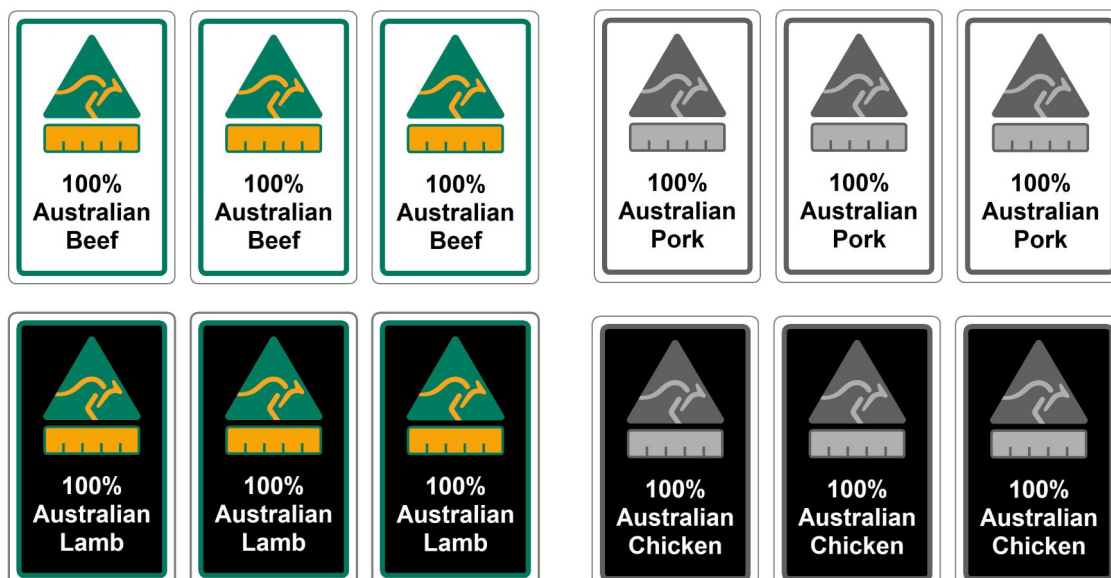
Phototicket's new 'drag n drop' design feature makes designing your own labels easy.

You can also change the orientation, reverse out the background or convert to monotone with just the click of a button.

**Don't have the time, then let us create your templates for you.**



Set orientation with just the click of a button.



Change the background with just the click of a button.

## Inexpensive, easy to learn, easy to use

Phototicket has a range of inexpensive ticketing solutions for all departments with a focus on "fresh". Staff can master the basics of Phototicket and be printing out stunning ticketing in just a few minutes.

**\$240** per year

Want to know more, **Free Phone 1800 207 675**

To follow are just a few examples:

### Refrigerated Service Cabinets.

#### Deli, Seafood and Meat

Phototicket has a range of ticketing solutions for assisted service display cabinets, including plastic tickets, laminated tickets and encapsulated tickets

#### Printed sizes include:

A4 (for counter tops)  
A7  
94 x 63mm  
140 x 67mm



Note: 5mm minimum Country of Origin text height is no longer compulsory. Text must still be easily readable.

Laminated & Plastic Tickets (various sizes)



Capsule Tickets 94 x 63mm



A7 Capsule Tickets (107 x 74mm)



## Self Service Cabinets & Bins.

Phototicket comes complete with a range of ready to go design templates. Designs can easily be adjusted or custom ones created.

Image libraries for Produce, Bakery and Butchery are also included.

### Produce, Bakery Butchery

Phototicket's range of templates for self service display cabinets and bins also includes other designs such as Multi-buy and Special etc.

### Sizes include:

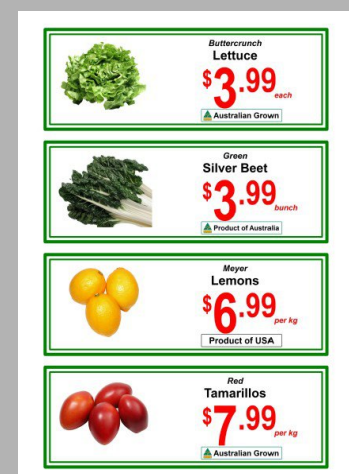
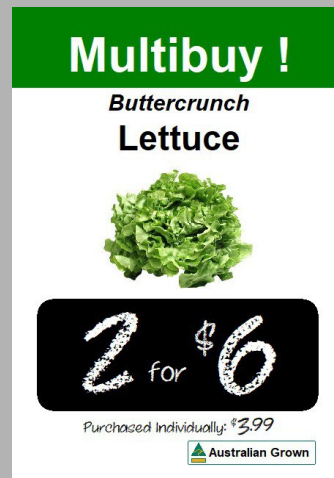
3up, 4up, A6, A5, A4, A3 Printed Ticketing

4up (140 x 67mm Cabinet Tickets)

Custom designs and sizes on request.



Note: 9mm minimum Country of Origin text height is no longer compulsory. Text must still be easily readable.



## Self Service Cabinets & Bins.

Phototicket also comes with a range of templates designed specifically to impart that "Market" feel. Included with each download, you'll receive the full ChartArt font set absolutely FREE!

1up (A4)



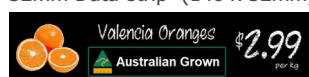
2up (A5)



4up (140 x 65mm)



32mm Data-strip (140 x 32mm)

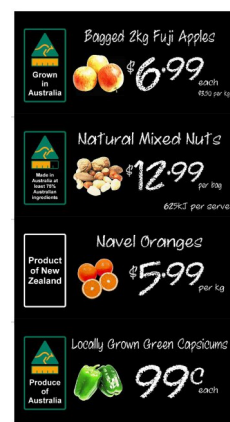


### Produce, Bakery Butchery

Phototicket has a range of ticketing solutions for self service display cabinets and bins, including plastic display boards and number sets, waterproof ticketing and printed paper tickets

### Sizes include:

- 32mm Data-strip
- A7 Capsule Tickets
- 140 x 67mm Cabinet Tickets
- 140 x 135mm Bin Tickets
- A4 Paper Tickets
- Custom designs and sizes on request.



## "Out of the box" Ticketing Solutions

A wide range of "Out of the box" and custom ticketing systems designed to work with the Phototicket program are also readily available.

These systems include Plastic display boards designed to clip easily onto Self Serve Cabinets and Bins.

Depending on the system chosen, these can also include Plastic heading sets, numbers weights and measures or printed pricing options, separate clip-in CoOLs and promotion tickets.

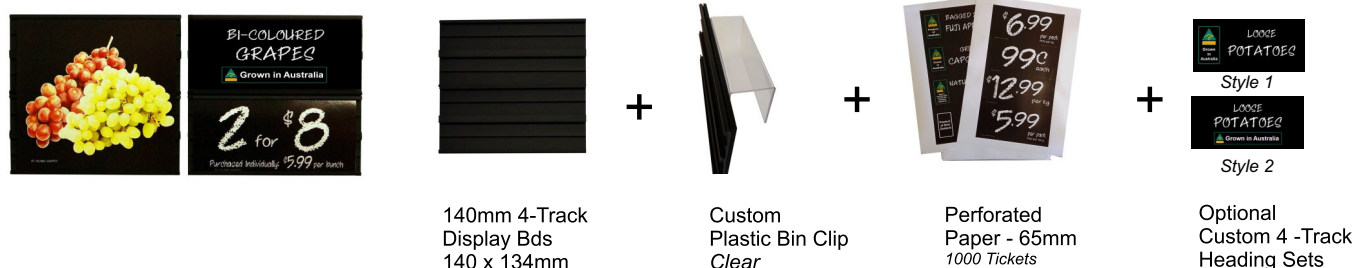


## System Examples

### "2-Track" Cabinet Tickets



### "4-Track" Bin Tickets



Want to know more?

**Free Phone**  
**1800 207 675**

## Print Examples - Actual size

A7 Capsule Ticket



A7 Capsule Ticket



4up (140 x 65mm)

