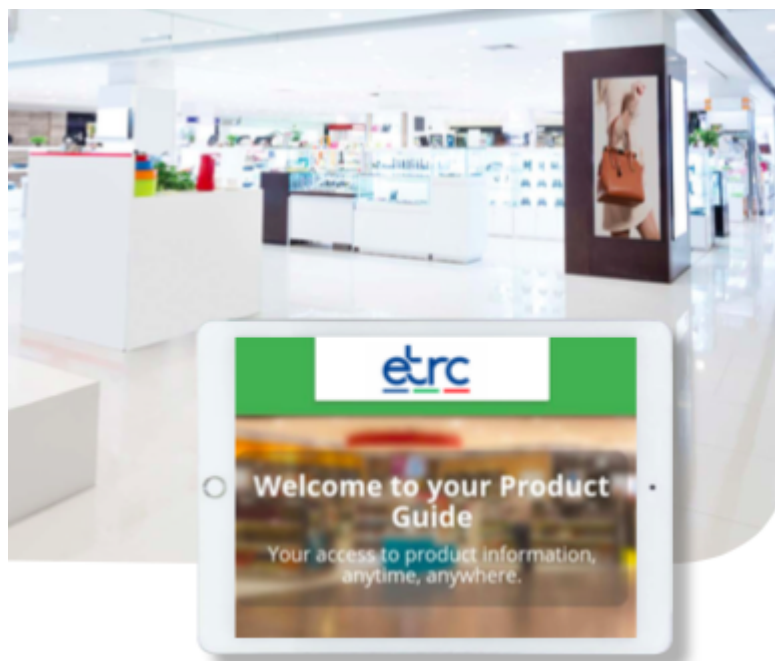


ETRC & TFWA announce cooperation on Digital Labeling Platform



The one-year project, co-founded by ETRC and TFWA, will launch in February with the objective to build a fully functional platform across multiple categories

The European Travel Retail Confederation (ETRC) and Tax Free World Association (TFWA) are pleased to announce their cooperation to launch the second phase of the Digital Labeling Platform in duty free and travel retail.

The one-year project, co-funded by ETRC and TFWA, will kick off in February with the objective to build a fully functional platform with 18 suppliers across the Perfumes & Cosmetics, Alcohol and Confectionery categories. Following its introduction, by using a barcode via smartphone or in-store scanner, travelers will have access to product information in multiple languages.

At the end of 2020, in-store tests will be conducted to collect consumer feedback and respond to the request by policy-makers to implement the platform in a live environment. The project will support ETRC's continued efforts to secure digital labeling as a legal way to provide information to consumers in travel retail.

Nigel Keal, President, ETRC, comments: "We are very grateful for the special contribution of TFWA to make this project possible. This year will be critical in securing the acceptance from regulators for such a solution; by demonstrating it provides the necessary information in a user-friendly format. We will work closely with the new European Commission and Parliament in that respect to show that our solution can meet both the requirements of the regulators and the specificities of our unique consumer: the international traveler."

Alain Maingreud, President, TFWA, explains: "It is TFWA's mission to support industry projects that can benefit brands operating in duty free and travel retail and which can also have a positive impact on the sustainability of the channel as a whole. ETRC has led this initiative for several years with very promising results and we are delighted that our contribution will help take this project to the next level."