

Choose with Varefakta

– because there is a difference



What is Varefakta?

Varefakta is a voluntary product labelling – voluntary in the sense that chain shops, manufacturers, and importers can decide for themselves whether they will label their products with Varefakta.

The Danish Institute for Informative Labelling (DVN) is an impartial organisation that prepares and controls the information in Varefakta – and that is the major difference between Varefakta and other product labelling.

The information in Varefakta is always grouped in one place and can be recognised by the logo:



What does it mean when there is Varefakta on a product?

It means that the product labelling has been prepared and controlled in accordance with DVN's rules.

Varefakta on food products is based on legislation, but often provides more information than is required by law.

The labelling of non-food products is not so precisely regulated by legislation, so in this area DVN lays down the minimum require-

ments a product must fulfil to be eligible for Varefakta.

DVN's rules also cover the information that must – and may – be included in the label, how this information should be worded, and in which order it should be. There are also rules that determine how products must be analysed or tested.

DVN regularly purchases product samples that are sent for analysis or test at impartial laboratories so that the information in Varefakta can be verified.

Food products: One of the areas controlled by DVN is whether the use of additives is legal, and the net weight of products and their nutritional content are analysed at laboratories.

All food products must be supplied with an informative label – there is legislation on this. But in many cases, Varefakta on food products provides more information than is required by law. This includes such information as the percentage of the different ingredients a product contains, its nutritional content, how it should be stored, and the date it was produced.

Non-food – convenience goods: Non-food products with Varefakta must fulfil certain minimum requirements to ensure their suitability for the purpose they are to be used for. These requirements are laid down by DVN and naturally depend on the type of



product in question.

Toilet paper and kitchen paper, for instance, must fulfil minimum requirements on absorbency, paper strength, and perforation. This means that tests are carried out to determine how fast toilet paper absorbs a given amount of liquid, how much liquid kitchen paper can absorb, how strong the paper is, and how well it is perforated.

Coffee filters must fulfil requirements on the strength of the paper and how long it takes water to run through them – so that the water runs through the filter before the coffee becomes bitter.

Detergents must fulfil minimum requirements on the content of active substances so that clothes are clean when they have been washed.

Comforters for infants must fulfil requirements on the size of the shield and ventilation holes, materials, and the strength of the teat and ring if there is one – all proper-

ties that are important indicators of the safety of the comforter.

Varefakta may also contain advice on the most appropriate use of the product in question, or warnings if inappropriate use could constitute a danger to the user.

An example of this is the advice on coffee filters that “Filter strength can be increased by bending the embossed edge”, and there must be a warning stating “Always keep the coffee pot and filter out of the reach of children”.

What requirements are there on manufacturers?

Before a product is eligible for Varefakta, its manufacturer must provide DVN with highly detailed product information and it must be possible to document this information with analysis or test reports.

Read more at www.varefakta.dk



THE DANISH INSTITUTE FOR
INFORMATIVE LABELLING

varefakta@varefakta.dk
www.varefakta.dk