



Quarterly Update



79

companies



1,013

brands



88k

products

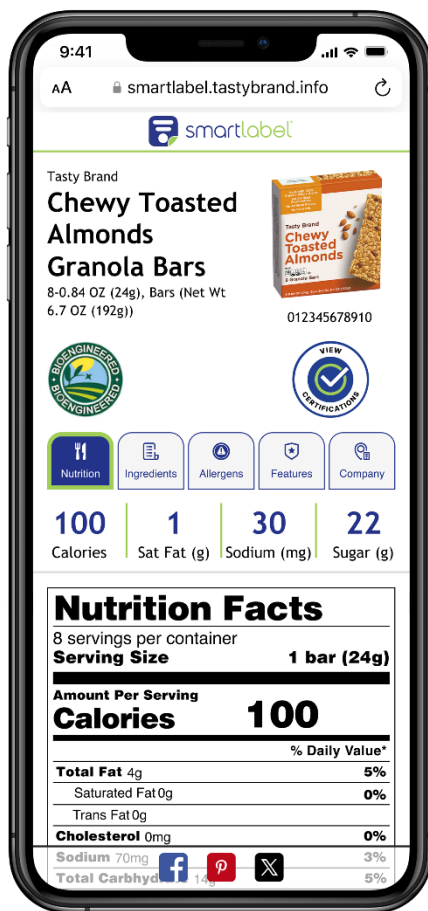
Data pulled September 27, 2026

One Big Thing

SmartLabel Implementation Manuals Released: New SmartLabel Page Look!

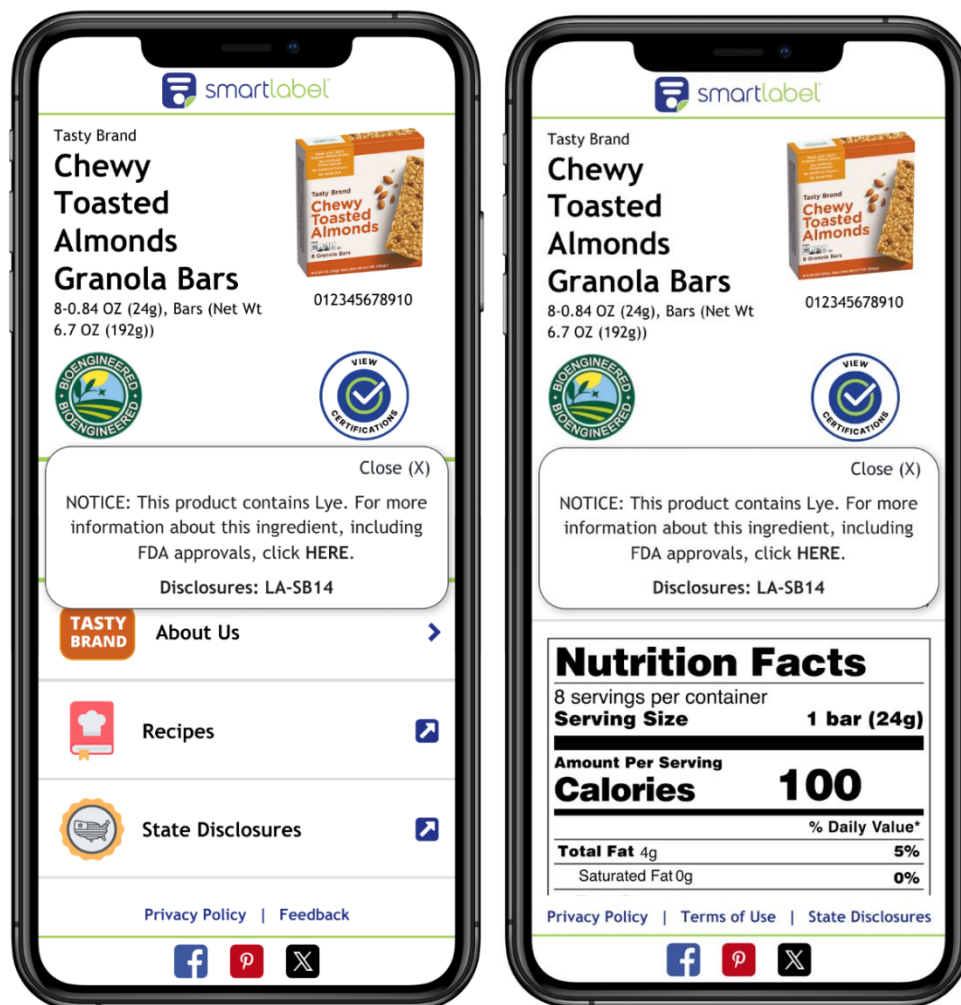


The SmartLabel page has a refreshed look! The recently released SmartLabel Implementation Manuals v. 4.0 feature a streamlined tab design, icons and simplified tab nomenclature to enhance the consumer experience. The tabs have rounded corners at the top and are separated by a narrow space. One-word labels (in most cases) make the tabs easier to read.



New Smartlabel use cases in the Manuals include:

- A solution for compliance with Louisiana SB-14 ingredient disclosure requirements. The solution prominently displays a pop-up with the required statement identifying ingredients that appear on its list of 44 substances and links to the Chemical Safety page on FDA's website. The pop-up allows the consumer to close the notice and to reopen the notice via a button on the intermediate menu or a link in the SmartLabel page footer.



- The state of Virginia has been added to the baby food heavy metals testing disclosure section of the manual. The SmartLabel solution complies with the legislation in California, Maryland, and now Virginia.

- Updates to CIRT Check, the platform that provides zip code, product specific recycling information to consumers.
- Two new resources brands can provide to consumers via a link on the SmartLabel intermediate menu:
 - [Food Processing Facts | Get the Facts](#)
 - [Core Practices for a Yummy and Safe Meal | Partnership for Food Safety Education](#)

New SmartLabel Videos from GS1Connect

SmartLabel and Kezzler (formerly Scanbuy) teamed up at GS1 Connect this summer to bring 2D barcodes to life through “Beyond the Barcode,” a featured experience on the main exhibit floor. Attendees followed the consumer engagement journey from start to finish: creating 2D barcodes, printing them on product packaging, purchasing the items at checkout and then scanning the codes with their smartphones to access comprehensive product information on corresponding SmartLabel pages.

The exhibit also featured a looping [video on the evolution of SmartLabel to 2D barcodes](#). While at GS1 Connect, Rishi Banerjee and Maryann Mochides, managing director at Kezzler, were interviewed about SmartLabel and the growing role of connected packaging. GS1 US later shared the [interview video](#) on LinkedIn.



SmartLabel Advises Caution When Using Shopper Apps

Rishi Banerjee, senior director of the SmartLabel program, cautioned consumers about the accuracy of shopping apps that may rely on inaccurate or outdated information in a recently published [blog](#). “Accurate product information isn’t just a nice-to-have feature, it’s the foundation

of transparency and trust,” said Banerjee. “In a review of a major product-data provider, Consumer Brands found that nearly 29% of product attributes were inaccurate”, Banerjee said. Discrepancies included nutritional information such as calories, sugar, and sodium that did not match product labels. “That’s nearly two out of every five data points a shopper might be trusting to help choose the products that work best for their lifestyle,” Banerjee added. He encouraged consumers to consult product labels and use manufacturer supplied resources like SmartLabel for the most up-to-date product information. Read Rishi’s full blog on Transparency Without Accuracy: The Hidden Risk in Your Shopping App [here](#).

California Omnibus 2026 Pre-Rulemaking to Modernize Prop 65

The state of California held a public meeting to discuss [potential amendments to the Proposition 65 regulations](#) on July 30, 2026 with public comments due by September 8, 2026. The proposed amendments include Section 25602(a)(2)(B) that pertains to QR code digital disclosure of Prop 65 warnings. The rule would provide an option for QR codes on product packaging, together with a disclosure statement.

A [broad coalition of industry trade organizations and producers](#), including Consumer Brands Association (CBA) and the Household Commercial Products Association (HCPA) provided input on Proposition 65 modernization efforts, focusing on regulatory transparency, warning requirements, implementation challenges, and opportunities to improve the effectiveness of the program for consumers and regulated entities.

In anticipation of the possibility of a digital disclosure short form option for Prop 65, the SmartLabel program has created two mockups of proposed Prop 65 labeling warnings for Food & Beverage and Household Cleaning Products. These are examples only and have not been formally approved; they are for illustrative purposes only.

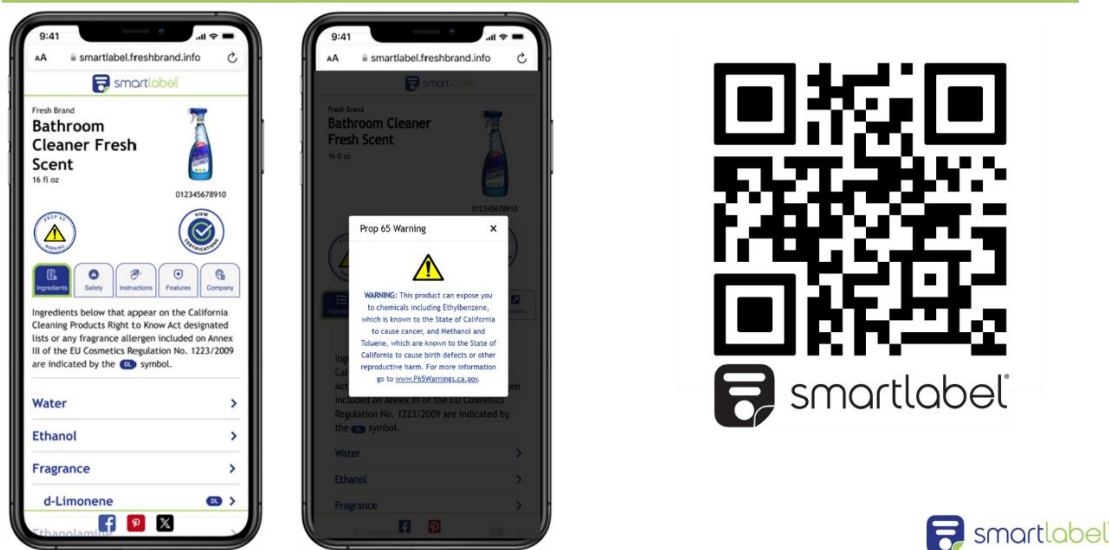
Prop 65 for Food & Beverage



Scan here for more food information
and Prop 65 disclosure



Prop 65 for Cleaning Products



SmartLabel in the News

SmartLabel made the news in several outlets during Q3 2026. [FoodDive](#) wrote an [article](#) about the new transparency initiative from the [American Beverage Association](#) that provides detailed information about ingredients found in most beverages. The [Good to Know](#) database allows consumers to access science-backed, easy-to-understand information on 140 beverage ingredients, how they are used and what food safety agencies say about them. SmartLabel brands PepsiCo and The Coca-Cola Company are early adopters, providing a direct link to The Good to Know database on their SmartLabel intermediate menus that are accessed by scanning the SmartLabel branded QR code on product packaging.

[In Case you Missed It: SmartLabel in CNN Business](#), a recent article in **CNN Business** on the transition to 2D barcodes (QR codes) and how “the humble QR code could help prevent the next cyclospora outbreak.” The switch to 2D barcodes can unlock greater product transparency, traceability and timely information like product recalls for consumers. Rishi Banerjee, senior director of SmartLabel, was quoted in the CNN article: “It took about 10 years for the industry to fully adopt the original barcode after it launched. I don’t think this will be a 10-year transition, said Banerjee. “We expect it to start to ramp up as more retailers come online.”

SmartLabel to Attend Multiple Trade Events

- [Groceryshop](#), Las Vegas, NV, September 22-24, 2026
- [Pack Expo](#), Chicago, IL, October 18-21, 2026

- [CGT Consumer Goods Sales & Marketing Tech Summit](#), Chicago, IL, October 20-21, 2026
- [Sustainable Packaging Innovation Forum USA](#), Chicago, IL, October 27-28, 2026
- [PLMA's Private Label Trade Show](#), Rosemont, IL, November 15-17, 2026

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