



**BRITISH RETAIL CONSORTIUM**

*For Immediate Release  
29 October 2004*

To: Food Trade Journalists

## **BRC/IOP PACKAGING STANDARD HITS EUROPE**

The British Retail Consortium (BRC) and the Institute of Packaging (IoP) will be releasing German and Swedish translations of the revised Packaging Standard, coming into force on 1 March 2005.

The globally recognised BRC/IoP Packaging Standard sets a benchmark for best practice across the packaging industry and compliance with the Standard helps product manufacturers to purchase with confidence.

The translations, available by the end of October, will prove invaluable for packaging manufacturers in Germany and Sweden looking to achieve BRC/IoP certification and will enable them to co-operate more effectively with those who they supply.

BRC Head of Technical Services, Kevin Swoffer said: "This is a significant development in the BRC Global Standards series as it extends the reach of best practice standards into the important European market.

"Most large UK retailers will only consider business with suppliers who have gained certification to the appropriate BRC Global Standard and so making the Standard accessible to those suppliers outside the UK is a win for all."

Ends

### **Notes**

The revised Packaging Standard was officially published on 31 August 2004. The Standard may be applied to packaging for non-food products in addition to food products.

The Standard (including German and Swedish translations) is available from TSO (The Stationery Office), priced at £90 plus £3.75 for postage and packaging. 15% discount is offered for all orders over 15 copies. It can be ordered by quoting ISBN number - 0 11

**BRITISH RETAIL CONSORTIUM, SECOND FLOOR, 21 DARTMOUTH STREET, LONDON, SW1 9BP**

TEL: 020 7854 8900, FAX: 020 7854 8901, WEBSITE: [www.brc.org.uk](http://www.brc.org.uk)

BRUSSELS OFFICE 9-31 AVENUE DES NERVIENS, 1040 BRUSSELS, BELGIUM, TEL: +32 2 230 8070/9222 FAX: +32 2 280 6378

A COMPANY LIMITED BY GUARANTEE NO. 405720

702222 5 by phone on 0870 243 0123, by fax on 0870 240 3701, online at [www.tso.co.uk/bookshop/brc](http://www.tso.co.uk/bookshop/brc) (discount is not available by this method), by visiting a TSO bookshop or by post from TSO, PO Box 29, Norwich, NR3 1GN.

**For further press information contact:**

Kate Ison, BRC Press Office  
Louise Robson IoP Press Office

0207 854 8920 [kate.ison@brc.org.uk](mailto:kate.ison@brc.org.uk)  
01780 759201 [Louise.robson@pi2.org.uk](mailto:Louise.robson@pi2.org.uk)