



NSF Private Label Assurance Program





Product Evaluations

Audits

Sensory Panel Reviews

Packaging Performance

Product Development

Risk Assessment and more...

 **NSF | Private Label Assurance Program**



The Key to Quality | The Private Label Industry

For retailers, manufacturers and distributors, product quality is a primary concern. In today's tough economic climate, private label programs are hot commodities, and the key to building private labels is to consistently ensure the quality of the product.

With major retailers having up to 70% private label products on their shelves in the US, finding a partner to conduct high quality, independent assessments of their products is essential. At NSF International, we let retailers focus on the sale of quality products while we provide third-party validation of the quality.

About | NSF's Private Label Assurance Program

NSF International's Private Label Assurance Program concentrates on the critical components of the product, and our comprehensive service drives continuous improvement by streamlining your audit and test efforts, helping you reduce your overall costs. Our program provides a one-stop shop for:

- Product evaluation through laboratory testing
- Product specification development
- Testing protocol development
- On-site world wide factory audits
- Sensory panel reviews
- Packaging performance analysis and testing
- Product development
- Risk assessment and more...





Results Delivery | Test Reports

At NSF, we pride ourselves in providing our customer with a comprehensive, easy to follow report, covering the A to Z's of product testing, and it is available to download online 24 hours a day, 365 days a year.

NSF International April 1, 2008

TEST REPORT

Send To: XYZ CORPORATION
 XYZ COMPLIANCE SERVICES
 10000 BLDG
 CITY, STATE, ZIP
 Attn: Contact Name

Customer: XYZ CORPORATION Plant: XYZ CORPORATION
 XYZ COMPLIANCE SERVICES XYZ COMPLIANCE SERVICES
 STREET ADDRESS STREET ADDRESS
 CITY, STATE, ZIP CITY, STATE, ZIP
 Attn: Contact Name Attn: Contact Name

Product: XYZ Brand Pediatric Multivitamin Drops
 Comparison: XYZ Brand Pediatric Multivitamin Drops
 In: External Multi Vitamin Drops

DPCS: 094-02-1049

Test Type: Annual Store Audit

Reviewer: Robert Fisher - Director, Engineering Lab Status: **COMPARABLE TO NB**

CC: Program: NSF - Product Label Insurance
 Program Manager: Bob Proulx
 Project: 611-000000
 Project: 610001

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 780 Dulles Road, Ann Arbor, Michigan 48106-9333 USA
 800.854.6636, 734.769.8010
 www.nsf.org

SUMMARY OF INFANT VITAMIN DROP TESTING

| Parameter | External | PK1 |
|--|---|--|
| LABELING | | |
| Manufacturer | Made in Europe | Made in USA |
| PACKAGING CHARACTERISTICS | | |
| Ease of Use | Easy to dispense | 2000 bottles contaminated the first time dropper was inserted into bottle. This is probably due to the fact that the bottle has more product in it than is claimed on the label. |
| Package Identification | No noticable problems | When opening one of the bottles used for testing, the top of the seal popped right from the bottom edge. |
| Foreign Object Features | Plastic wrapper at neck of bottle covering cap and bottle | Full backside seen on top of bottle. |
| PHYSICAL CHARACTERISTICS | | |
| Net Contents, ml | 50 | 62 |
| Appearance | Brownish liquid | 100% of NB and Label Clean Brownish liquid, slightly darker than NB, and more opaque. |
| SENSORY PERFORMANCE | | |
| Color | | 4.3 - 7.255 |
| Number of particles with visual appearance | | 6 out of 6 |

See notes on page 11
 See notes on page 12

None Critical Issues
 Critical Issues
 Positive attribute

Sensory Panel Scoring Guide:
 1 = Worse than NB
 2 = Equivalent to NB
 3 = Better than NB
 4 = 4/5 or Higher = PASS

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Vitamin Drops Packaging

Front and Back Views of NB

Top and Bottom Views of NB

Side Views of NB

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Trust in NSF | Who already trusts NSF for their Private Labels?*



**Customers listed represent a small sample of NSF Private Label Assurance Program clients.*

About NSF | Contact Us

NSF International, a not-for-profit, non-governmental organization, is the world leader in standards development, product certification, education and risk-management for public health and safety.

NSF offers state-of-the-art test facilities, including extensive microbiological, chemistry and engineering capabilities. Our laboratories meet US and international standards and are accredited by the Standards Council of Canada and the International Accreditation Service.

For more information of the NSF Private Label Assurance Program, visit our web site at www.nsf.org/info/pla or contact:

e: plasales@nsf.org

p: 734.827.6856



NSF International
789 N. Dixboro Road, Ann Arbor, MI 48105 USA
800.NSF.MARK • p: 734.769.8010 • f: 734.769.0109 • www.nsf.org