

US Regulations under the Fur Products Labeling Act Amended

On May 7, the US Federal Trade Commission (FTC) published the final amendments to the Regulations under the Fur Products Labeling Act. The initial proposed changes underwent public hearing and comment periods, and have been finalized with necessary revisions reflecting comments received. The amended Regulations will take effect beginning November 19, 2014.

Here are noticeable changes included in the amendments:

- The Commission decided to retain the name "Asiatic Raccoon" in the Name Guide.
- The Commission received uncontroverted comments that the "sides" and "flanks" disclosures on label do not provide consumers with meaningful information; therefore, the Commission eliminated the requirement.
- The current minimum label size requirement is 1.75 inches by 2.75 inches. The Commission agreed that the requirement can be impractical for small items. Therefore, the size requirement has been eliminated and the amendment requires that labels be "conspicuous and of such durability as to remain attached to the product throughout any distribution, sale or resale, and until sold and delivered to the ultimate consumer."
- Label text size is no longer specified. The new requirement allows disclosure of information "in such a manner as to be clearly legible, conspicuous, and readily accessible to the prospective purchaser"
- Limits on information appearing on the front of the label have been removed, thereby allowing entities to include true and non-deceptive information on either side.
- The provision that specified a particular order for FTC disclosures has been deleted.
- Items sold in pairs no longer have to be "firmly attached to each other when marketed and delivered in the channels of trade and to the purchaser." The new regulation allows a single label for items "marketed or handled in pairs or ensembles," regardless of whether they are attached to each other at the point-of-sale.
- The requirement for assigning "item number or mark" to furs and to disclose it on invoices and labels has been removed to eliminate unnecessary provisions.
- To facilitate electronic guaranties, the following amendments have been made:
 - The term "invoice" and the phrase "invoice or other paper" have been changed to "invoice or other document" so that the term includes documents that are electronically stored or transmitted

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- A statement has been added to clarify that entities can sign guaranties electronically. "NOTE: The printed name and address on the invoice or other document will suffice to meet the signature and address requirements."
- The requirement for guaranties to show "the date of shipment of the merchandise" has been removed.

For full details, please refer to FTC's publication from the link below.

Link

Text of the Federal Register Notice

http://www.ftc.gov/system/files/documents/federal_register_notices/2014/05/140507furlabelingfinalfrn.pdf