

# ABOUT US

Ashbury was founded in 2010 with a clear vision to give retailers and manufacturers complete confidence in the compliance of their product information, and a dedication to helping consumers make safe, informed choices.

Our headquarters are located in central London and we have satellite offices in Washington D.C. and Melbourne, Australia. Our global reach allows us to collaborate with clients in their own time zones and deliver trustworthy advice from local experts who know the relevant languages and law.



**80+ Countries**



**35+ Languages**



**100+ Experts**

[www.ashbury.global](http://www.ashbury.global)

## WHAT WE DO

We are your trusted global partner for clear and compliant product information.

We help you navigate the complex world of product information compliance and work collaboratively with you to discover practical solutions that are tailored to your needs. Our straightforward approach makes the journey as simple as possible and enables you to quickly and efficiently launch, expand and protect your brand.

**WE ARE  
DEDICATED TO  
KEEPING BRANDS,  
AND THEIR END  
CONSUMERS,  
SAFE.**

## THE PRODUCT INFORMATION PEOPLE

Our people are our service.

The Ashbury team offers decades of technical and regulatory experience in manufacturing, retail, law and enforcement. Our diverse team is agile and versatile; we employ trust, expertise, and collaboration to guide clients along their journey to product information compliance. We take you from a position of uncertainty to complete reassurance.

**Ashbury**  
The Product  
Information People



# OUR SERVICES

Our services cover the complete journey to global product information compliance in four simple steps:



**Discover**



**Launch**



**Expand**



**Protect**

## Every journey starts with discovery

### Regulatory Advice

We can advise on any topic relating to global food labelling from fortified foods and supplements to contaminants, additives, organic legislation and health claims.

### Formulation Check

We check your products meet the compositional requirements of the countries where you intend to go to market. This includes allowable levels and permissibility of ingredients, and if requested can also include purity criteria, hygiene requirements, packaging and food safety criteria.

## Cutting through complexity to keep product launches on track

### Specification Approval

Accurate product specification information ensures that the product label will be correct, legal and honest. Our team are experts in a wide range of specification systems and advise on all the requirements to get your specifications right first time.

### Artwork Approval

Product artwork presents your brand to the world. Our technical and regulatory experts review your artwork, highlight necessary changes and suggest practical amends to keep you in line with the law while considering your commercial positioning.

## Helping you expand into new, global markets with total compliance confidence

### Regulatory Adaptation, including Translation

Localising your product information for new markets is more than just translation. Our experts will adapt your existing pack copy to meet the regulations in a chosen jurisdiction. The translated pack copy you receive will cover all mandatory elements, as well as any health or nutrition claims.

## A product can't exist without its customers. Protect them both

### Enforcement Advice and Complaints & Claims Management

From customer complaints to enforcement action, we can provide expert opinion, assess challenges and act as expert witnesses in court to help your brand remain untarnished.

### Policy Writing

We help you renew or create a clear set of policy guidelines to ensure consistency across your products and markets.

### Supplier Performance Management

We can provide training programmes and advice to improve supplier performance.



# HOW IT WORKS

We work in partnership with you to discover what your compliance needs are and provide you with tailored solutions.

## The Journey Begins

You will be welcomed by our business development coordinators who will be your first point of contact

## Scoping

The team will get to know you, and your products, to make sure we find the right services to guide you to compliance, and keep your launch on track.

### We will ask you for:

- Type and number of products
- Images of the pack copy/label/artwork
- Countries you are intending to sell in
- Your timeline requirements
- A basic outline of your product positioning

## Quoting

Once we have established the scope, we provide a quote. During this process if we need any more information the coordinator will be in touch.

### Turn Around Time (TAT):

Quoted depending on complexity and availability of experts

### Cost:

Quoted depending on complexity, services and TAT

## Contract

When the quote has been agreed you will receive your contract via Docusign.

Once signed, you will be introduced to the expert advisor who will manage your project and be your point of contact throughout the journey.

## Delivery

The expert managing your project will deliver a comprehensive report to you.

## Follow Up

As you review the report we understand you may have questions. Your expert is here to help should you need further clarification or explanation on any of the advice given.

### A note from our team:

We are happy to answer your questions relating to the report, any new advice may incur further cost; we'll let you know.

## Subsequent Reviews

Where necessary, we will quote and complete additional reviews on subsequent versions of your product information to ensure that all advice has been applied correctly.

