



PRESS RELEASE

Brussels, 8 April 2025 - Industry showcases digital labelling solutions at drop-in exhibition in Brussels

Today, the Digital Consumer Information Alliance (DCIA) of which A.I.S.E. is part, hosted an **Exhibition on the Future of Digital Labelling** at ACE Events in Brussels. The exhibition brought together policymakers from the European Commission, the European Parliament, and Member States to experience firsthand how digital tools are reshaping product information for consumers and businesses alike.

A.I.S.E. staff highlighted that digitalisation efforts in the detergent sector have not been successful and recent legislations have introduced various complexities for companies, especially SMEs.

Here are three key points:

1. The Digital Product Passport (DPP) for detergents will not reduce information on-pack, but a new QR code will also need to fit in
2. Other EU regulations will bring additional label requirements and icons, e.g. the Packaging & Packaging Waste Regulation (PPWR) will introduce sorting icons
3. Other challenges will limit space on labels, e.g. the revised Classification, Labelling, and Packaging Regulation (CLP) is introducing a new font size and formatting rules

A.I.S.E. is advocating for simplification in response to these layered complexities. We emphasised the need to streamline regulations to make compliance more manageable, especially for small and medium-sized enterprises (SMEs). Simplification would help reduce the administrative burden and ensure that essential information remains accessible to consumers without overwhelming them with excessive details.

The exhibition highlighted how digital labelling can:

- **Improve the consumer experience** with dynamic, tailored, and multilingual information
- **Reduce environmental impact** by limiting packaging size and waste, and communicating on circularity
- **Boost competitiveness and innovation** by introducing new technologies
- And **enhance traceability** via tools like the Digital Product Passport.

Attendees were invited to **explore a series of interactive stands** featuring companies and associations from across the food and non-food sectors. Each stand showcased **practical, real-world digital labelling solutions**, demonstrating how product information can be delivered in smarter, more sustainable ways.



Invitees could scan products using their phones to access both **consumer-related content**—such as multilingual ingredient lists, usage instructions and sustainability credentials—and **backend functionalities** relevant to traceability, supply chain transparency and regulatory compliance.

Reinforcing the call for harmonised EU action

With digital labelling already appearing in legislation across product sectors, DCIA reiterated its call for a **harmonised, future-proof regulatory framework**. Without such alignment, the risk is a fragmented Single Market and unnecessary barriers for businesses—especially SMEs.

DCIA and its members stand ready to support EU institutions in shaping a digital transition that works for everyone—**consumers, businesses, and the planet**.

For further information, please contact **Nicole Vaini**, Head of EU Affairs, A.I.S.E. – nicole.vaini@aise.eu

About the Digital Consumer Information Alliance

The Digital Consumer Information Alliance (DCIA) brings together consumer-facing European associations from the food, drink, retail, wholesale, cosmetics and toy sectors. The Alliance advocates for a consistent, practical, sustainable and consumer-friendly shift toward digital product information across the EU. **Click [here](#) to read the call of the Alliance.**

