



Press Release

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LAUNCH OF MANIFESTO FOR BRANDS

A manifesto setting out how branded products can further support consumers, spur innovation, and increase competitiveness has today been launched by the British Brands Group, the voice for brand manufacturers in the UK, and the Anti-Counterfeiting Group which campaigns against the trade in fakes.

The manifesto sets out those initiatives required to build the right environment for brands to make a greater contribution to consumers, society and the economy. British Brands Group Director John Noble said:

“Brands already contribute much to the economic, social and cultural fabric of the UK. But there is much more they can do.

“We are committed to working with Government to help create the optimum environment for brands to make the greatest possible contribution to the UK. What we are calling for boils down to more open and fair competition and stronger consumer protection.”

The manifesto concludes with a six-point action plan:

Safeguards are needed to prevent misleading on-pack claims and ‘parasitic packaging’;

To crack down on counterfeiting crime, more resources are needed for trading standards, and greater liaison and information sharing with enforcement organisations;

The remaining barriers to a truly single European market need dismantling;

The vital role of commercial communications in a dynamic, competitive market needs recognition, with restrictions only considered in exceptional circumstances;

To relieve pressure on trading standards officers and the OFT, brand owners should be able to bring appropriate enforcement action on consumer protection matters before the civil courts;

Abuses of buyer power need to be tackled robustly and the OFT’s code of practice for supermarkets’ relationships with their suppliers given real teeth.

A full copy of the Manifesto can be downloaded from www.britishbrandsgroup.org.uk. For further information, please contact:

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