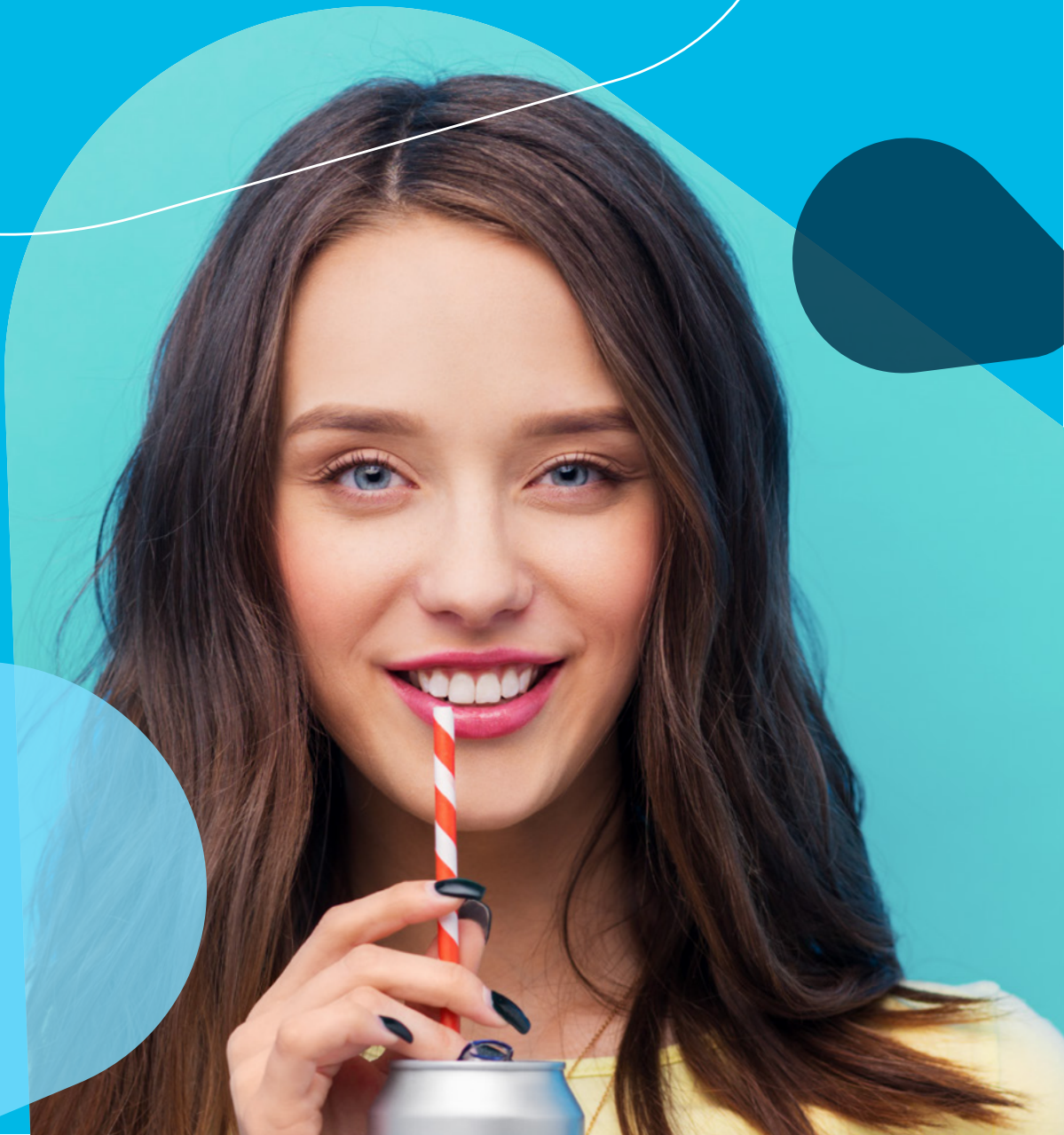




CASE STUDY

# New market expansion using Trace One Regulatory Compliance



# Trace One Regulatory Compliance helps expedite expansion of beverage products into new international markets

## Expanding business to new markets

A beverage company selling soft drink products exclusively in the US market found their business growing quickly, and market trends indicated an opportunity to expand into two additional North American markets they have no previous experience in: Canada and Mexico.

## Situation

As the company eyed expansion, R&D Product Developers reached out to Regulatory Affairs to see what, if anything, needed to change in the formula and packaging to be compliant in these new markets. These initial inquiries can make or break expansion plans, so efficiency and low costs are key.



# Solution

The company uses **Trace One Regulatory Compliance** to evaluate their current formulas and check against regulations in these new international markets. Inside the solution they can also research and verify against other regulatory requirements, including packaging specifications, labeling formats, languages used, allergens, and market trade policies to ensure compliance throughout the expansion process.

## Check formulas against current regulations

The **REGDATA® Compliance Assessment Tool** allows the company to run initial checks of the beverage formulas by entering the concentration levels of substances, including additives, flavors, and contaminants, and checking their formulas against current regulations to see if they pass or fail in the new markets. If they were to fail, R&D has a head start on compliant reformulation, which is better to know up front than down the road.

## Verification of regional packaging regulations

The **Food Law Library** empowers the company to locate regional regulation documentation for labeling, packaging and import/export requirements, along with any additional guidance documents or supporting material available. Regulatory Affairs can quickly and easily share this documentation with relevant departments, along with any notes or updates, keeping all teams up to date on the latest regulatory information.

## Personalized regulatory news delivered to you

Personalized **Food News Monitoring System (FNMS)**

Queries keep the company alert of any changing regulations in these markets as the expansion assessment process continues. Any regulatory draft proposals indicating potential regulatory changes in the target markets trigger email alerts, allowing real-time evaluation of any changes that could impact compliance before beverages hit the shelves.

These queries help reduce the risk of problems at launch by ensuring this information is available immediately, allowing time to adjust as needed throughout the process to achieve compliance at launch.





# Outcome

After a thorough research process, the company determined that all the compliance checks passed, clearing the way to bring their products to marketing in both Canada and Mexico. Using Trace One Regulatory Compliance's collaboration tools, the company was then able to quickly and efficiently involve the correct departments to generate new artwork for labels, update packaging specs, and create the required export documentation, shortening the time-to-market window.

Because Trace One Regulatory Compliance checked all the formulas prior to getting to the expansion phase and the FNMS Queries alerted them to any regulatory changes during the process, the risk of compliance failure was significantly reduced. This freed up the product developers time and funds to explore new, innovative projects instead of focusing on reformulating the current recipe to meet expansion goals.





# Interested in learning more?

Schedule a demo with us today.

Trace One is a global leader in PLM and Compliance solutions within the process manufacturing and retail CPG space. With more than 30 years of industry expertise, we deliver innovative and scalable solutions that support the entire product manufacturing lifecycle and equip our customers to thrive in new markets. Serving more than 9,000 brand owners worldwide, Trace One is committed to delivering the best in every aspect of business, including solutions, data standardization and access, customer success and social and environmental responsibility.

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