



DIGI-Label

2023 MANUAL

1. INTRODUCTION

DIGI-Label is an online platform created to support wine and liquor companies in complying with international label legislation.

The platform enables users to create product batch/lot-specific QR codes, which are then listed along with the other mandatory information on the physical product label. The product's nutritional information, ingredients list, and related warnings are accessible to consumers via the QR code.

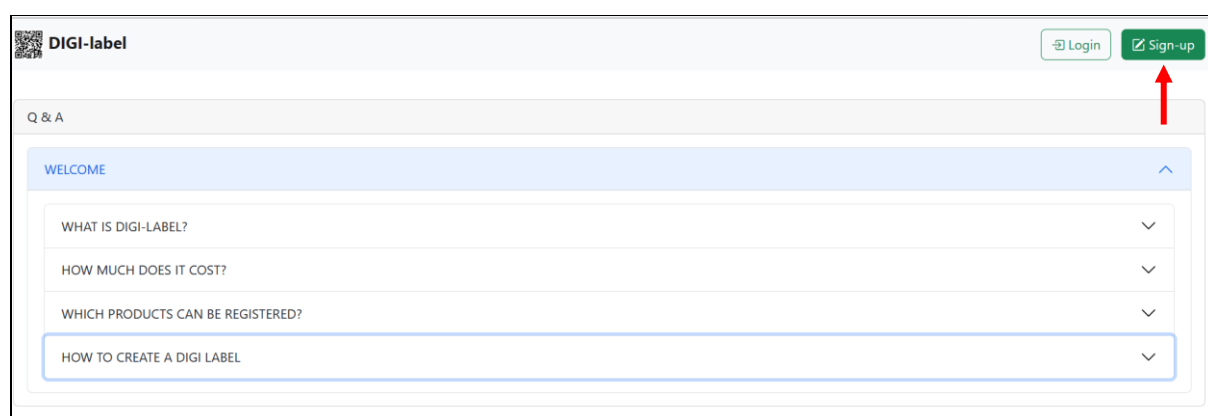
South African liquor companies benefit from the legal and technical expertise needed to generate e-labels without incurring additional costs.

No subscription fees are charged and all liquor products as defined by the Liquor Products Act 60 of 1989 can be registered on the platform.

2. HOW TO REGISTER YOUR BUSINESS ON THE DIGI-LABEL PLATFORM

Only South African liquor brand owners may register their business and assign users that will be responsible for using the platform to generate digital labels and their related QR Codes.

Brand owners are able to give their Label Designer/s access to some or all of their brands registered on the platform to generate digital labels and their related QR Codes.



2.1. Click on “**sign-up**” (green tab on top right-hand corner) to be redirected to the registration page.

BUSINESS REGISTRATION - NEW

BUSINESS INFORMATION

Name of Business

Unit/Floor Number Unit/Floor Name

Street Number Street/Floor Name

Suburb

City/Town

Postal Code

Country

Business Type

Business Website Address

CONTACT PERSON INFORMATION

Name Surname

Email Address

Telephone Number Cellphone Number

→

2.2. Complete all fields and click on “**next**” (green tab bottom right-hand corner).

2.3. Complete the CAPTCHA and click “**submit**” (green tab bottom right-hand corner).

Your business registration submission will be sent to the DIGI-Label team for verification to ensure that only South African Brand owners are given access to the platform. Once this process has been completed you will receive an account activation notification via email, an example of which is listed below.

From: DigiLabel [mailto:system@doawineonline.co.za]
Sent: Thursday, 01 September 2022 08:13
To: Michael Alberts <janedoe@violetwines.co.za>
Subject: Account Activation

Automatically Generated by the Digi-Label System
Please do not reply to this email directly

Account Activation

Dear Jane Doe,

Your registration on Digi-Label has been completed successfully. Please click on activation link to activate your user account.
[Activate your account](#)

Your temporary login details are:
Email: janedoe@violetwines.za
Password: 8A43KqC5

Regards,
The Digi-Label Team

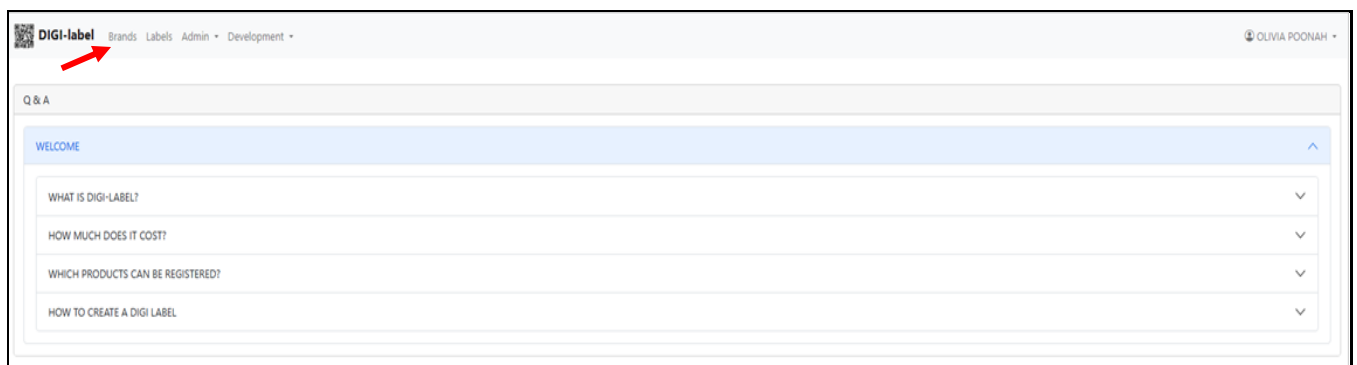
You may now proceed to log in on the DIGI-Label platform using your email address and the temporary password provided in your account activation email. Once logged in, you may proceed to change your password.

If you want to add or remove users under your business profile, you will be able to do so by accessing the 'Users' functionality under the Business Profile Tab.

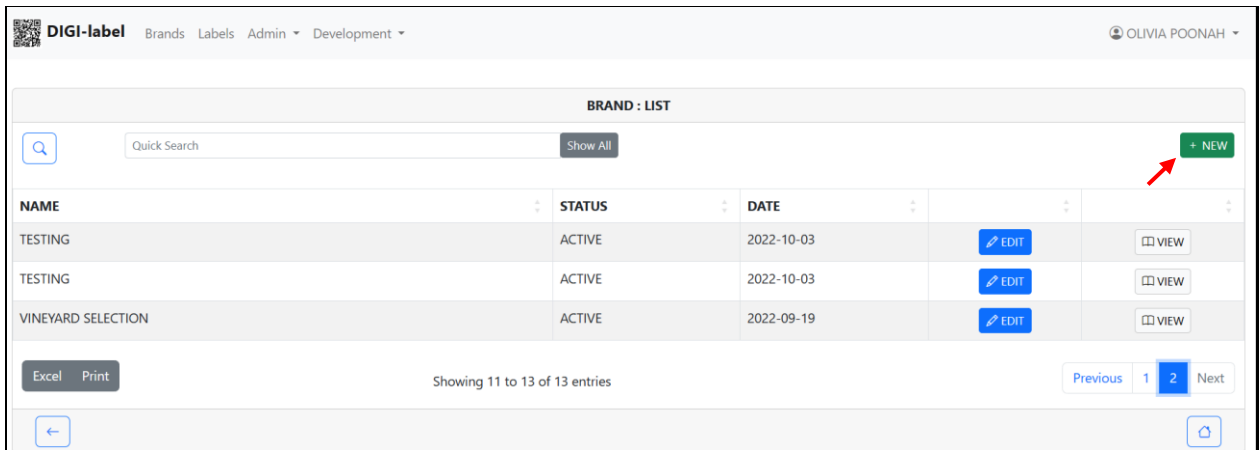
If your Label Designer will be responsible for generating digital labels and their related QR Codes for your wine brands, they will need to register their business on the platform, per the process listed above, and select label designer under the business type tab.

3. HOW TO LOAD YOUR WINE BRANDS

3.1. When you log in to the platform you will be directed to the homepage, click on the brand tab as listed in the top left-hand corner, next to the DIGI-Label logo.

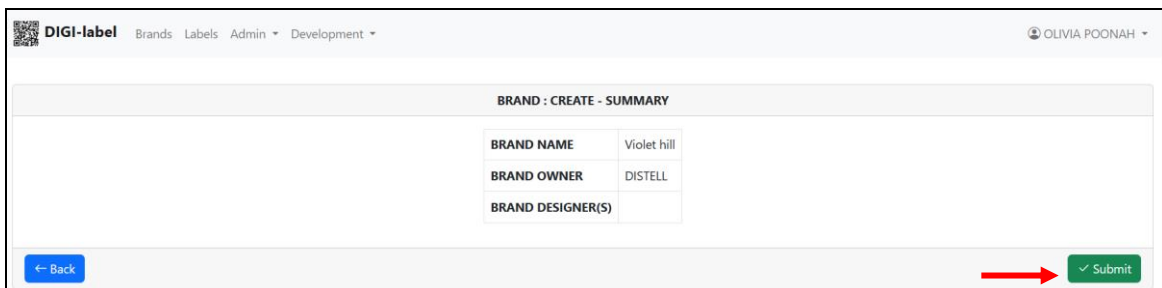
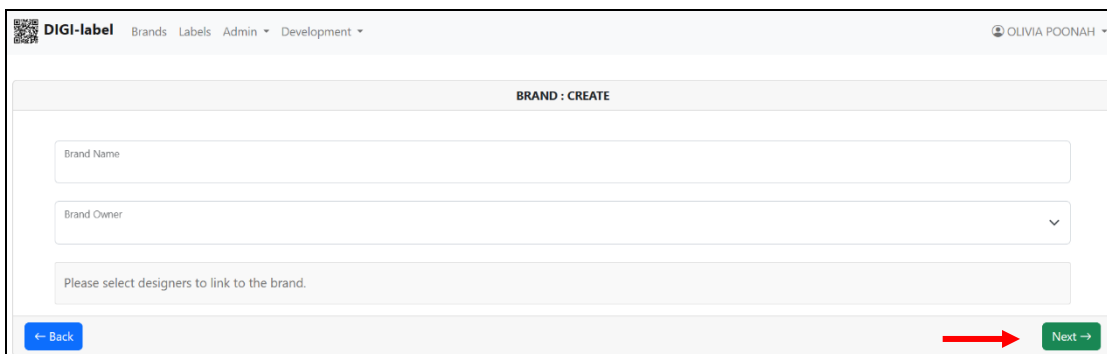


3.2. On the brand page, click on "+new" (green tab listed on the right-hand side).



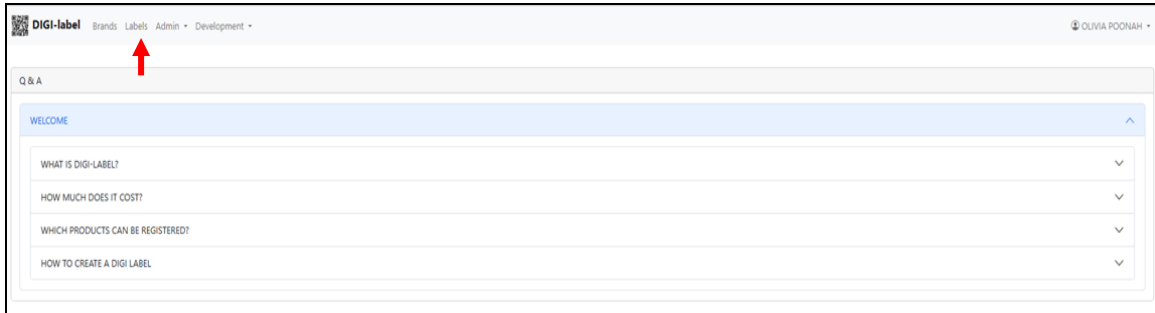
(Please note that you will only have access to brands loaded under your business profile once DIGI-Label goes live.)

- 3.3. List your brand information and select a label designer, only if your Label Designer will be responsible for generating digital labels for your brand. Click “**next**”, review your brand information to ensure it is correct, and click “**submit**”.
- 3.4. Complete the step above for each wine brand under your portfolio, that you intend to generate a digital label for.

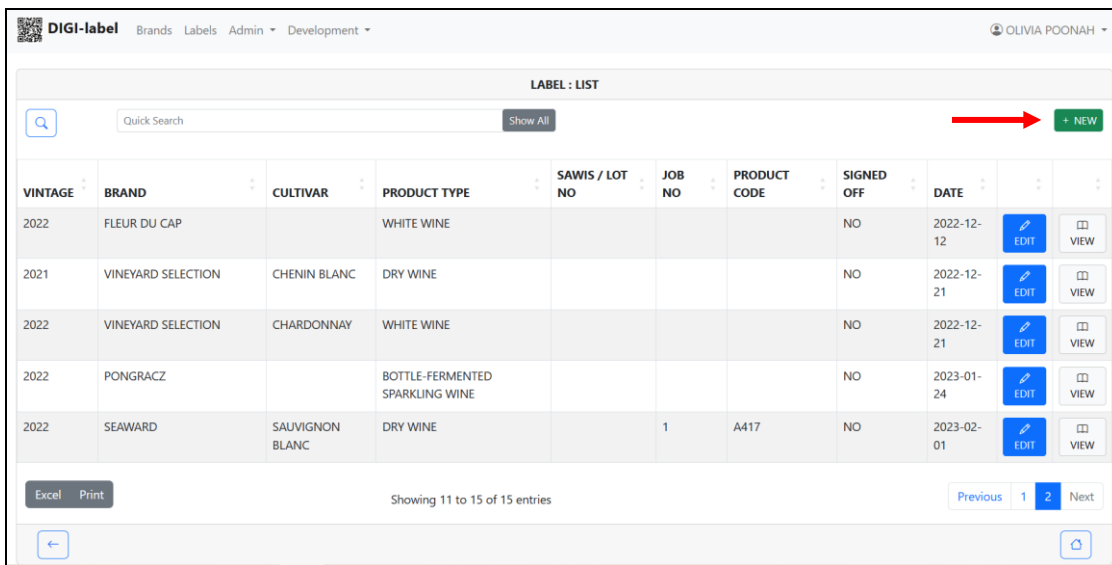


4. CREATING A DIGITAL LABEL AND ITS RELATED QR CODE

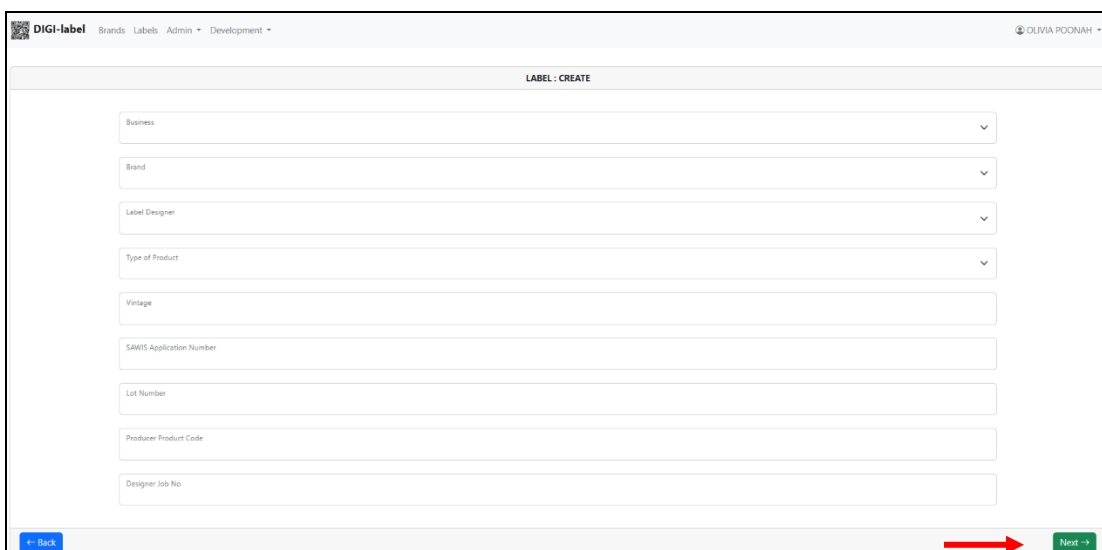
4.1. On the homepage click on the "labels" tab



You will be directed to the Label page.



4.2. Click on "+new" in the top right-hand corner.



4.3. Complete the required fields and click “**next**”, review your label information to ensure it is correct, and click “**submit**”.

LABEL : CREATE - SUMMARY	
BUSINESS	BONNIEVALE WINE CELLAR
BRAND	BONNIEVALE THE RIVER COLLECTION
PRODUCT TYPE	SPARKLING WINE
VINTAGE	2020
SAWIS APPLICATION NUMBER	
LOT NUMBER	
JOB NO	21
PRODUCT CODE	ABC10

← Back → Submit

Once a label has been created the QR code will be available immediately at the bottom of the screen for use. You will be able to download the label information and QR Code by clicking on “**download**” at the bottom of the screen.

Throughout the process you will be able to preview the digital label by clicking on “**label preview**”.

DIGI-label

LABEL : EDIT

10%

Label Preview

PACKSHOT IMAGE 0%

PRODUCT INFORMATION 100%

BRAND	BONNIEVALE THE RIVER COLLECTION
PRODUCT TYPE	SPARKLING WINE
CULTIVAR	
VINTAGE	2020
SAWIS APPLICATION NUMBER	
LOT NUMBER	
DESIGNER JOB NO	21
PRODUCT CODE	ABC10
BRAND OWNER	BONNIEVALE WINE CELLAR
WEBSITE	http://www.bonnievalewines.co.za

CERTIFICATION 0%

PICTOGRAMS 0%

WARNINGS 0%

4.4. You can now proceed to complete each field of your digital label.

- 4.4.1. At Packshot Image click on **"edit"** and select the image of the wine you want to upload. The image must be an exact replica of the actual labelled wine bottle/BIB/can.
- 4.4.2. At Product Information click on **"edit"** if you need to amend any information.
- 4.4.3. If the wine is IPW certified or has an ethical or biodiversity certification, you can indicate this by clicking on **"edit"** next to the Certification heading and selecting the relevant logos.
- 4.4.4. In addition to listing allergens and warnings on the physical label, it can also be communicated via the digital label. Next to the Warnings header click on **"edit"** and select the pictograms you want to be displayed or select the wording you want to be listed on the digital label. For example "contains sulphites".
- 4.4.5. Click on **"edit"** next to the Ingredients header and select the ingredients

and additives used in making the wine in descending order according to weight. For example, always select wine grapes first as this will always be the biggest component.

4.4.6. Lastly, click on "**edit**" next to the Nutrition Declaration header and complete the nutritional table. Please see the EU mandatory labelling requirements document regarding this point.

4.5. You have now completed 99% of your digital label. It is important that you review the information to ensure it is correct in terms of the applicable wine.

4.6. You can click on "**label preview**" to see how the digital label will be displayed to the consumer.

4.7. Once you are satisfied that the digital label is correct click "**sign off**". **NB:** Once signed off no further information may be added, edited or removed.

5. NEED MORE HELP?

Further information and contact information can be found in the Q&A section on the home page of the DIGI-Label platform. Users, once logged in, will be able to access more detailed guides on the DIGI-Label platform and functions.