IMERC Alternative Product Label Application Table (updated: July 2020)

Product Information

Please enter the following information for each product or product category. If you have a number of products in a single category for which all of the information is the same except for the product identifier, simply list all of the product identifiers by pressing the "enter" or "return" key after each entry. If you have more products to report than there is space in the table below, simply save the blank form file as "lp_products.doc" and complete the form as many times as necessary saving each completed form with a different filename (e.g. lp_products_**1**.doc, lp_products_**2**.doc, etc.).

Company Name:
Company Contact Person:
Contact Person E-mail:

Type of Product (from application Form)	Company Product Identifier(s) (from application Form)	Mercury-Added Product or Component					
		select product type code	**Physical Label**	**Label Location & Attachment Method**	**Label Wording & Symbols**	**Font Size**	**Label Size & Material**
			on product ▶				
			on package ▶				
			Prior-to-purchase Notification	**URL**	**Wording & Symbols**	**Font Size**	
			on product webpage ▶			N/A	
			in online catalog▶				
			in print catalog▶				
			other marketing channels ▶				
		select product type code	**Physical Label**	**Label Location & Attachment Method**	**Label Wording & Symbols**	**Font Size**	**Label Size & Material**
			on product ▶				
			on package ▶				
			Prior-to-purchase Notification	**URL**	**Wording & Symbols**	**Font Size**	.
			on product webpage ▶			N/A	
			in online catalog▶				
			in print catalog▶				
			other marketing channels▶				

* Note: please provide for all methods used to fulfill prior-to-purchase visibility requirement for this product

Questions? Contact the IMERC Coordinator at (617) 367-8558 or imerc@newmoa.org.