

## CASE STUDY

A leading British retailer  
uses Trace One PLM to  
manage regulatory changes  
in the lightning-fast world  
of international retail food



**FOOD**  
RETAIL



**+5,000**  
PRODUCT  
LINES



**+1,480**  
STORES



**+100**  
WEBSITES



## Customer Profile

This leading British retailer has grown to serve 32 million customers globally with over 5,000 product lines. The customer has a range of over 1,800 nutritionally balanced branded products. With calorie-controlled, healthy and balanced product ranges that contain more nutritious ingredients, the company supports customer who want to make healthier choices that are right for them, with no compromise on taste, quality or convenience.

# Challenge

**New UK regulations cause product labeling constraints and changes to materials management and commercial product placement**

## **Changing and emerging regulatory landscape**

The government introduced new legislation that covers products that are high in fat, salt and sugar (HFSS). The HFSS rules aim to restrict the placement and promotion of these products as part of the government's pledge to reduce obesity and improve health. The complex set of rules required retailers to categorize these products and adapt store space planning to meet the regulations

Natasha's law in the UK required retailers and businesses to label ingredients on pre-packed food made on-site. For retailers, this typically applied to the cafes and delis, requiring them to have accurate and updated label information for consumers in store, including printed labels.

The Deposit Recovery Scheme (DRS) for single-use drinks bottles and containers requires the retailer to categorize the product packaging, have signage in stores, charge the deposit and return the deposit to the consumer and operate a return point for the bottles and containers.

The retailer's strategy is to protect what customers love most about the company – exceptional quality, high sourcing standards and market-leading innovation – while modernizing supply chains, improving stores, and delivering better value. Part of this commitment includes meeting emerging product regulations and responding quickly to plan for new supply chain and packaging constraints.

**A complex retail landscape and vast range of products (5,000+)**

## **Connected experiences lead to retail excellence**

The retailer has worked with Trace One for almost a decade. As they expanded product lines and modernized supply chain management, Trace One's PLM grew with them with additional functionality for end-to-end data management. This includes product and packaging specification management as well as managing end-to-end product development process using the Trace One workflow process. From the customer to the supply chain to invoicing and reporting, Trace One has helped fuel the retailer's innovation and growth. The company and Trace One PLM have grown together and pivoted to meet evolving regulatory needs.



# Solution

## HFSS, Natasha's Law and DRS Regulations

### Rapidly changing regulatory environments

The retailer created HFSS tracking within the Trace One PLM system to meet shelving requirements. The solution helped the retailer to categorize the HFSS applicable products and automated the calculation of the HFSS score based on nutrition.

In the case of Natasha's Law, the allergen matrix, ingredient information and nutrition data mastered in the Trace One PLM solution for all products is integrated with the company's downstream systems ensuring accurate product data is available for the in-store devices and enabling printing labels for all pre-packaged café products.

As part of the DRS regulation, packaging information including material and recyclability required for categorizing the DRS-eligible products is captured within the PLM solutions. This assists with the DRS registration process and also the Extended Producer Responsibility (EPR) reporting requirements.

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**"Mandatory ecolabeling is emerging worldwide for country-specific food systems. We will be ready to meet these challenges with Trace One PLM and are already tracking our existing processes and workflows in Trace One Analytics, delivering reports that will show us how to enable our response whilst not impacting production."**

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### Seamless service, change management

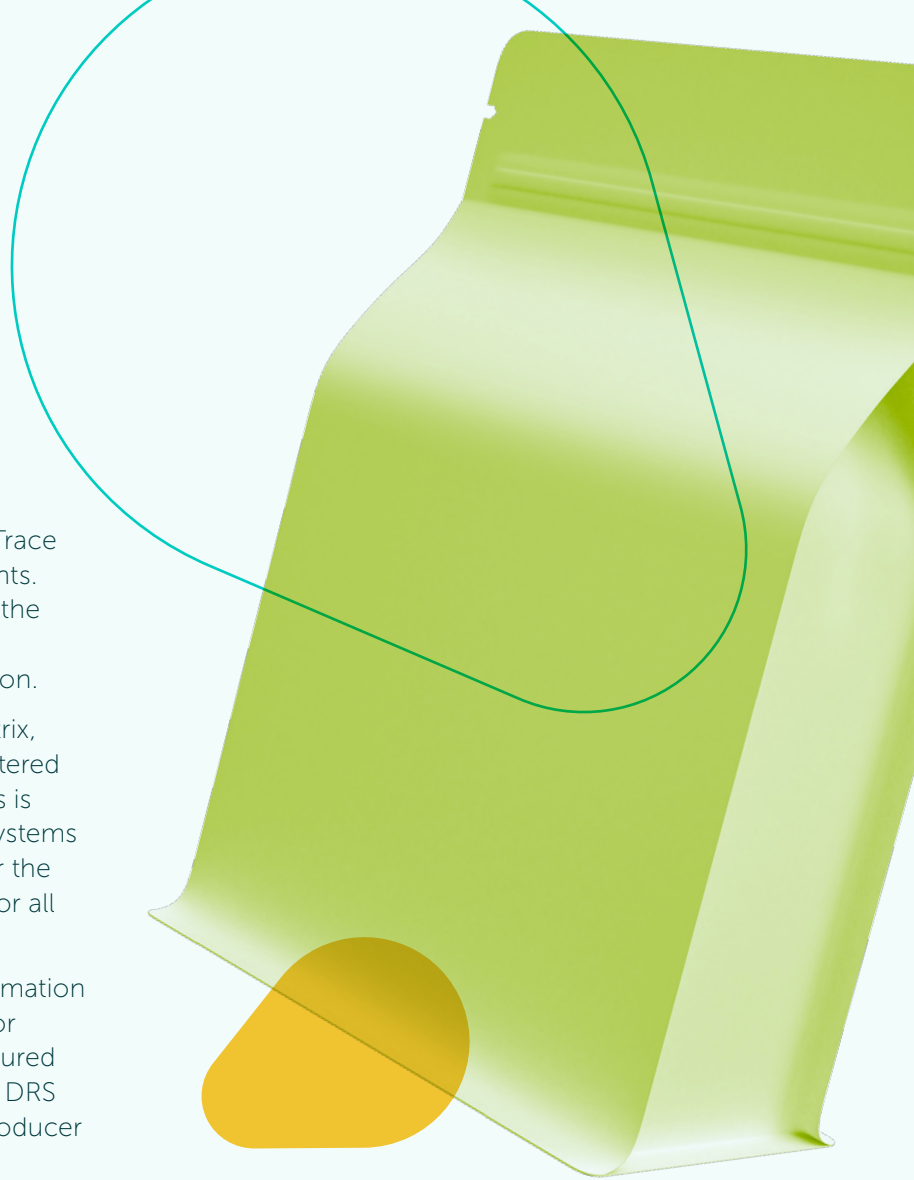
#### Easily train employees and suppliers

Configured to meet these regulatory challenges, the Trace One PLM platform also helped the retailer create change-management programs to assist its colleagues in departments like packaging to adapt and pivot to meet new regulatory needs. This change also meant suppliers were engaged and onboarded to the changes in the system, with the additional data requirements as well as expected information based on the retailer's brand guidelines.

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**"Trace One's intuitive user interface and just-in-time updates allowed us to meet new requirements as they arose without friction among teams."**

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## Outcomes

**Manual processes transformed into a single-source database producing renewed confidence in regulatory management**

### **Compliant architecture a few clicks away**

New capabilities within Trace One PLM help the retailer capture and automate gathering product and packaging data to meet these regulatory changes. Seamless integration of this information with customer's downstream systems ensures up-to-date is available to all.

### **Agile reporting and updates**

#### **New analytic empowerment to meet the future**

The company also uses Trace One Analytics to provide accurate, actionable insight, to report on Product and Packaging Data required for HFSS, and DRS. As regulations change, the retailer's reporting and analytics uncover which product lines are affected and can move quickly to plan for changes.

Trace One Analytics also includes project and product activity tracking, ensuring on-time product launches.

### **Teams can proactively plan for massive data workflow changes**

#### **Expand product lines, distribution, market share**

With 5,000 products serving consumers across 100 websites, in 1,487 stores and in many countries with disparate food regulations, the retailer's internal teams remain agile to respond to changes. A solid PLM platform helps them keep their stores, cafes, online and in-store customers and suppliers happy. With 3.6% global market share and growing, this food retailer can continually modernize its supply chain, expanding product lines and distribution and innovatively meeting the needs of discerning consumers worldwide.



# Interested in learning more?

[Schedule a demo with us today.](#)

Trace One is a premier SaaS provider of Product Lifecycle Management (PLM) and compliance solutions, specializing in the food & beverage, cosmetics, personal care, and chemical industries. With over 30 years of expertise, we empower more than 9,000 brand owners worldwide to innovate, collaborate, and bring products to market faster while ensuring the highest standards of quality, compliance, and sustainability. Trusted by industry leaders, Trace One combines cutting-edge technology with unmatched expertise to help businesses navigate complexity, accelerate growth, and shape a sustainable future.

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