KOREAN LABELLING

The Korean label on an imported pet product

Nothing reaches a Korean shelf without one. It is the importer's job, not the brand's — but what the brand sends decides how quickly it can be written and whether it fits on the pack.

Who writes it, and when

The importer writes and applies it, because the importer is the party named on it and the party answerable for it. It goes on before the goods leave for any channel — not at the warehouse of the retailer, and not after a listing goes live.

Two ways it gets onto the product. Either a sticker is applied to the existing pack in Korea, or the Korean text is built into the artwork at the factory. Stickers are faster and suit a first order; printed-in text looks better and makes sense once volume is predictable.

What has to appear

The required set differs by what the product legally is. Food and treats are feed; scratchers and towers are consumer goods. Roughly, the two look like this.

Both	Product name · country of origin · importer name and address · net weight or dimensions · customer enquiry contact
Feed only	Ingredient list · guaranteed analysis · best-before date · storage conditions · feeding guide · registration number where one applies
Consumer goods only	Materials · date of manufacture · safety mark where the item carries one · assembly and care instructions

> **To be confirmed** This is the shape of the requirement, not a checklist to label from. The exact fields, wording and type sizes are set per product category and change over time — confirm your specific item with us before artwork is finalised.

Where it goes on the pack

The label has to be readable without opening or unwrapping anything, and it must not cover information the buyer needs — the best-before date, a barcode, an allergen note. On a small pouch this is genuinely tight, and it is the reason we ask for packaging artwork early rather than at shipping.

- Leave a clear area on the back or side if you are designing new packaging for Korea.
- Dark or busy artwork under a sticker makes the sticker look like a patch. A plain area photographs better on a detail page.
- Send the flat artwork file, not only a photograph of the pack.

Wording that gets a listing rejected

This is where launches slip most often. A phrase that is ordinary on an overseas pack can be unusable here, and the problem is found at the channel review rather than at customs.

- **Disease claims.** Feed may not be presented as preventing, treating or curing anything. Wording of that kind is replaced, not translated.
- **Unsupported superlatives.** “The best”, “number one”, “the only” need evidence behind them or they come off the pack.
- **Medical-sounding words.** Terms borrowed from medicine read as a drug claim in Korean even when they are casual in English.
- **Certifications from other markets.** A mark that means something at home may mean nothing here, and showing it can imply approval that does not exist.

We review detail-page copy and campaign wording before it is published, not after a channel flags it.

What we need from you

01 **Packaging artwork, flat**

The source file if possible. We mark up where the Korean text can sit without covering anything.

02 **The text behind every claim**

If the pack says something is proven, send what proves it. Claims without backing are removed rather than argued over later.

03 **Ingredients or materials, in full**

In descending order by weight, additives included. Partial lists mean the label has to be rewritten later.

04 **A physical sample**

Artwork on screen and a pack in hand are different sizes. The sticker is laid out against the real thing.

FILL IN JHC — cat supplies importer and distributor, South Korea

CEO Alex Kwon · Business Registration No. 707-11-02726

Tel +82 70-4581-4211 · Email sales@fillinjhc.com · Privacy Policy