



**NATIONAL STANDARD OF THE
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Products and related services information for consumers

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1 Scope

This document provides the general principles and requirements for the content, method, format and design of providing information on products and related services to consumers, so that consumers can compare and choose consumer products and related services before purchasing.

This document applies to:

- committees that develop standards on consumer products and related services;
- consumer product designers, manufacturers, technicians, marketers, graphic artists or other staff involved in the writing of information;
- other organizations (such as law enforcement agencies) or consumer ombudsmen.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

The following terms and definitions are applicable to this document.

3.1 Complaint < Customer satisfaction> An expression of dissatisfaction with an organization regarding the product, service, or complaint handling process, whether or not it is clearly answered or resolved.

Note: Specific content of complaints handling in organizations are given in GB/T 19012.

[Source: GB/T 19000-2016, 3.9.3] 3.2 Consumer verification methods should refer to relevant national laws and regulations or national standards; where a national standard is unavailable or the national standard is not applicable, industry standards can also be cited.

The applicable relevant standards should be indicated, so that consumers can identify which characteristics of consumer goods or services are standard-compliant. It is recommended that the standardization professional technical committee or other organizations representing various stakeholders be responsible for screening and classifying consumer-related product (or service) characteristics and basic requirements.

4.3 Basic information and representation

Potential purchasers are interested in information in varying degrees, so it is sometimes necessary to provide information from two aspects:

- at the first level, provide basic information about the key characteristics of the consumer product or service;
- at the second level, provide more detailed information, for example: including basic information (content contained in the first level), specific functions or technical content such as restrictions on consumer goods or services.

For consumers who need more detailed consumer product or service information to decide whether to purchase or sign a contract, it is advisable to clarify the method of obtaining more detailed information so that consumers can make informed decisions on product

purchase and maintenance.

In practice, an accurate description of the consumer product is helpful for consumers to make informed choices. The following contents should be included:

- a) identification of the consumer product or service, including its characteristics, content and materials (e.g., chemicals) and restrictions on use;
- b) the country in which the consumer product is manufactured or assembled;
- c) the name and detailed address of the manufacturer or supplier;
- d) basic performance characteristics, conditions of use and limitations of use;
- e) instructions for use, storage and maintenance;
- f) information on spare parts or replaceable parts and how to obtain them;
- g) information on additional components (e.g., guards) that may be used in a particular environment;
- h) safety factors, including known risks, existing hazards and residual risks;
- i) warranty/guarantee;
- j) complaint handling procedures;
- k) the need for professional installation;
- l) resource consumption (e.g., energy required for use);
- m) life expectancy of the product (e.g., product testing, clinical trials);
- n) product privacy statement;
- o) environmental issues and potential negative impacts (including recycling) related to the development, use, storage or disposal of the product and any of its component parts;
- p) the method of contacting the supplier, such as mailing address, website and/or toll-free telephone number;
- q) information about the reliability of the product, especially in comparison with similar products, to give the consumer confidence in the choice of the product.

The address, nature and content in relation to consumer products or services should be clearly mentioned on the first page of each document. If necessary, pictures should be provided. Accurate and clear picture information helps consumers better understand information and make informed choices.

Attention to the needs of vulnerable consumers is important because they do not necessarily have access to printed information (literacy issues), electronic information (digital divide, poverty) or linguistic information (physical separation, language barriers).

Note 1: The relevant content of complaint handling in enterprises is given in GB/T 19012.

Note 2: The relevant content of consumer product safety guidelines for suppliers is given in GB/T 35248.

Note 3: The relevant content of consumer product recall is given in GB/T 34400.

Note 4: The relevant content of instructions for use is given in GB/T 5296.1-2012 and GB/T 19678.1.

Note 5: The relevant content of residual risk of packaging is given in GB/T 17306.

Note 6: The relevant content of attention to vulnerable consumers is given in GB/T 20002.1 and GB/T 20002.2.

4.6 Second-hand goods

There may be a lot of problems during the maintenance of the product, especially for second-hand goods. The rules on providing information to consumers apply to second-hand goods of the same product. Local suppliers should be responsible for the warranty, exemption, replacement or complaint handling of second-hand goods.

Note: The detailed content of cross-border trade of second-hand goods is given in ISO 20245.

5.1 Written and printed information

Existing information transmission methods usually combine the following two types of information.

- a) Attach a brief description on the consumer product, including some basic points of consumer product information.
- b) Provide more extensive information in catalogues, leaflets, websites or other consumer product-related materials.

The integrity of purchase information depends on consumers' ability to receive and use both types of information. The content expression of each method should be complete and accurate, while echoing with another method.

Specific information on complaints and consumer redress should be included in the purchase contract and should be readily obtained when buyers are making purchasing decisions.

Note: Terms regarding the cooling-off period, return, refund, repair and warranty, late or non-delivery shipment, unequal treaties and complaints may vary from region to region.