

# Brand Owner Guidelines



## Proof Of Origin Platforms and Electronic Registry

AfCFTA administrators in partnership with the African Union & AfroChampions, are supporting a Proof of Origin architecture that is responsive to the African trading environment and can scale to meet the challenge. The name of this “Solution Network” is: ProPer and the partnership, The ProPer Alliance.

### ProPer will aid the AfCFTA economies, beginning with Ghana and the FDA to:

- Identify substandard and falsified medical & health products
- Identify counterfeit products
- Ensure product traceability
- Provide regulator and customer-level verifications

By using the tamper-proof tags called ProPerSeals which will serve as a single source of truth for Trade in goods in Ghana and across Africa. Units of goods or their consignments will bear locally and continentally recognized tags.

As economic integration and trade liberalization in the manner envisaged, the AfCFTA presents massive opportunities, but they also pose risks and uncertainties requiring careful safeguards to mitigate and, where possible, to eliminate. Opening the borders to greater and smoother trade and economic interaction could potentially also open the borders to considerable threats. Some of these threats include smuggling, counterfeiting, the trafficking of substandard goods, and various forms of illicit trade. Persons using neighbouring ports for such nefarious activities will seek to exploit the improved connectivity and reduced barriers to flooding Ghana with falsified, fake, substandard, counterfeit, and mislabelled products.

The FDA, therefore, seeks to introduce measures to curtail such developments in a manner consistent with the new AfCFTA reality. With the Guided Trade Initiative’s deadline of December 7th creating a tight timeline for phase 1 implementation, the FDA has worked with its partners to craft a strategy designed to generate maximum benefits within the shortest possible time frame and with the lowest possible costs and inconveniences to itself, the industry, allied government agencies, and, above all, consumers. The FDA has joined this alliance to advance the ProPerSeals Protocol based on the four levels of verification framework for Quality, Electronic Surveillance of Safety, Traceability, and Assurance in the supply chain (**Questa-4 or Q4**).

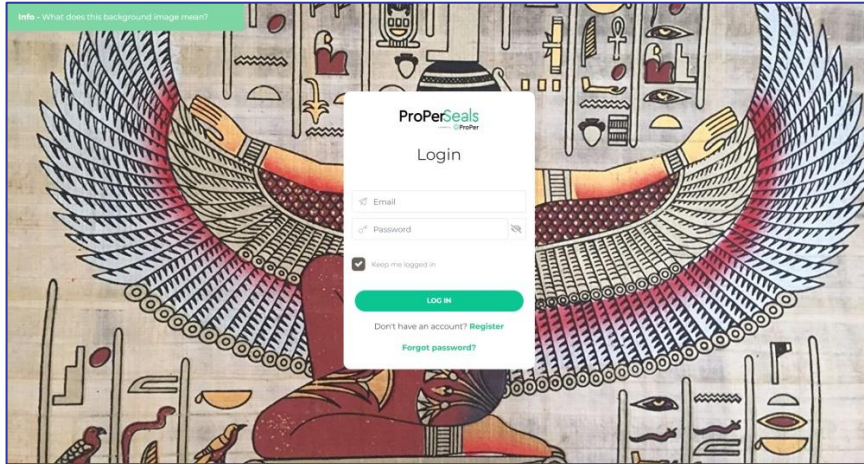


Based on the foregoing all companies with market authorisation from the FDA for pre-packaged foods, drugs/pharmaceuticals, household chemicals, medical devices, cosmetics, and herbal medicinal products (“registrant entities”) must register on the Properseals.org platform using the entity link:  
[https://properseals.org/accounts/register/brand\\_owner/](https://properseals.org/accounts/register/brand_owner/)

## 1.0 Brand Owner Admin Guide

### Login and Dashboard

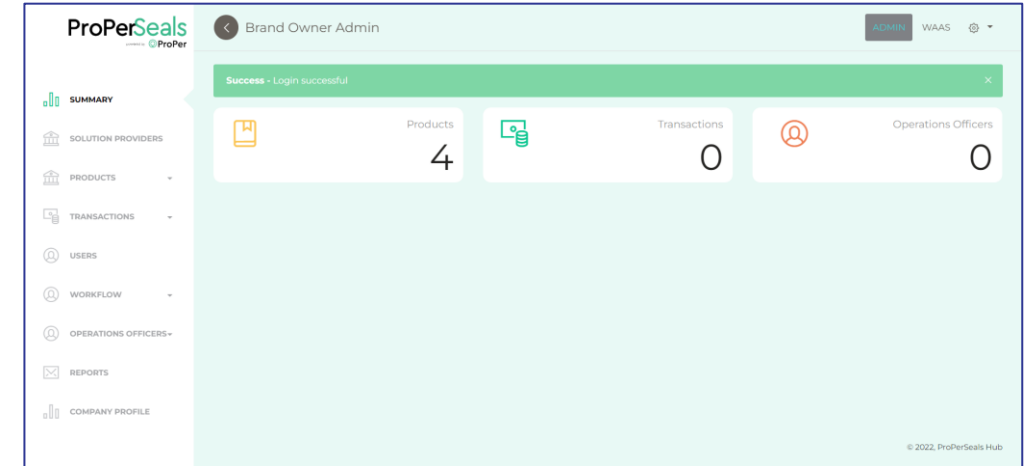
1



Visit <https://properseals.org/accounts/login/>

Click on the **Log In** button after entering your Brand Owner Admin Username and Password

2

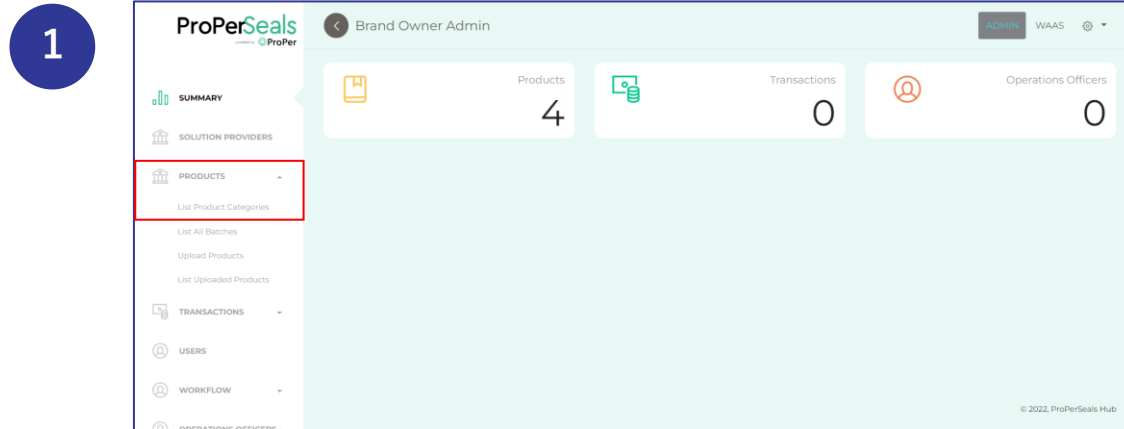


Upon log in, you shall have a view of a dashboard with the following menu to your left:

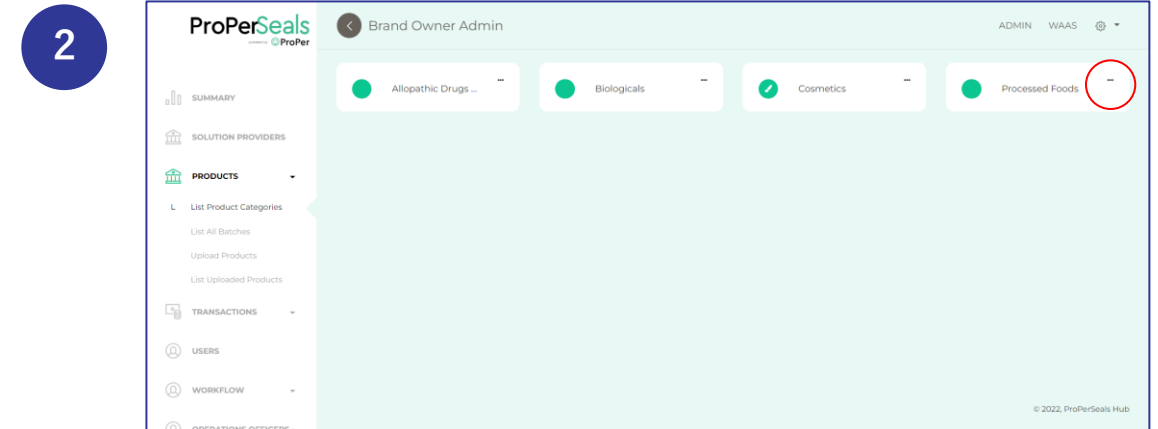
- Summary
- Solution Providers
- Product Categories
- Product Batches
- Transactions
- Users
- Operations Officers
- Reports
- Company Profile

## 1.1 Brand Owner Admin Guide

### Adding a Product



Click on **Products** from the menu to your left and select **List Products assigned** from the dropdown list

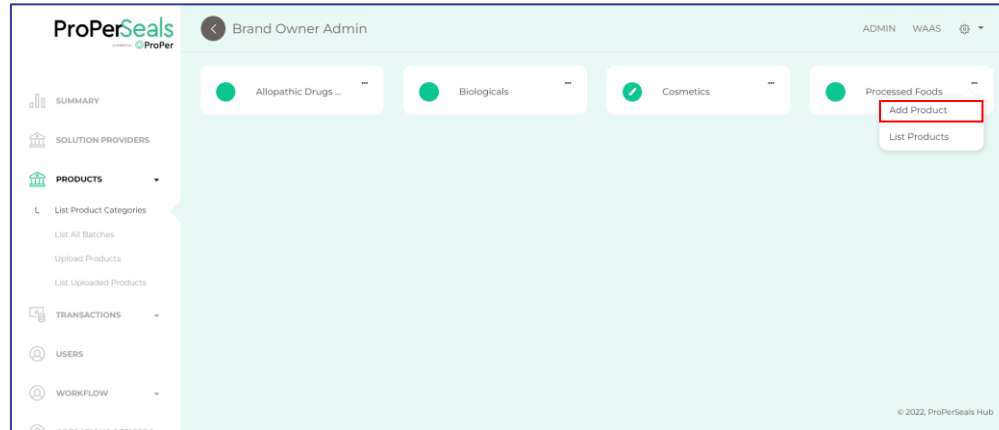


Click the **Context Menu** (i.e., three dots) to perform a selected number of actions on a Category

## 1.1 Brand Owner Admin Guide

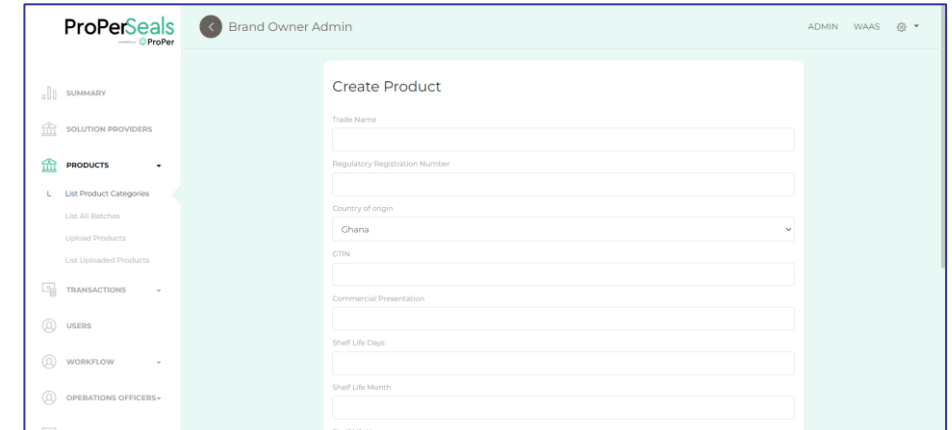
### Adding a Product

3



Click on **Add Product** from the dropdown menu

4

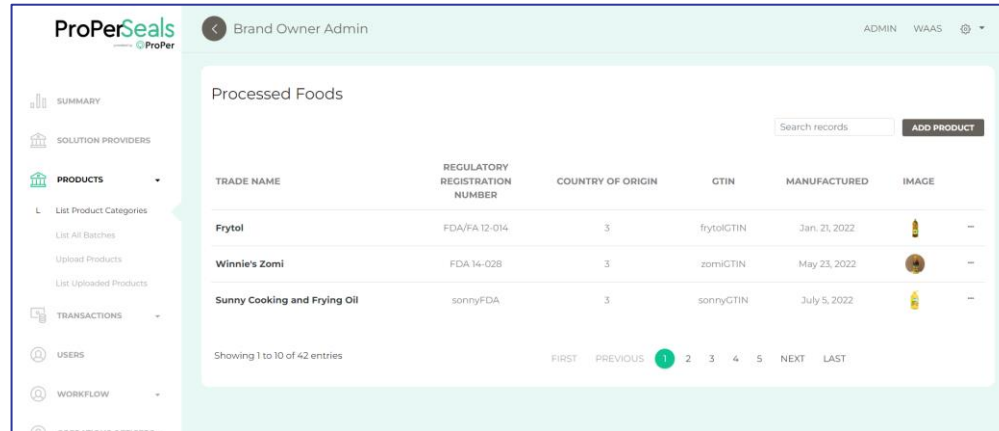


Fill in the necessary Product details and click **Create**

## 1.1 Brand Owner Admin Guide

### Adding a Product

5



The screenshot displays the ProPerSeals Brand Owner Admin dashboard. The left sidebar contains navigation links: SUMMARY, SOLUTION PROVIDERS, PRODUCTS (selected), TRANSACTIONS, USERS, and WORKFLOW. The main content area is titled 'Processed Foods' and features a search bar and an 'ADD PRODUCT' button. Below this is a table with the following columns: TRADE NAME, REGULATORY REGISTRATION NUMBER, COUNTRY OF ORIGIN, GTIN, MANUFACTURED, and IMAGE. The table lists three products: Frytol, Winnie's Zomi, and Sunny Cooking and Frying Oil. At the bottom, it indicates 'Showing 1 to 10 of 42 entries' and includes pagination controls.

TRADE NAME	REGULATORY REGISTRATION NUMBER	COUNTRY OF ORIGIN	GTIN	MANUFACTURED	IMAGE
Frytol	FDA/FA 12-014	3	frytolGTIN	Jan. 21, 2022	
Winnie's Zomi	FDA 14-028	3	zomiGTIN	May 23, 2022	
Sunny Cooking and Frying Oil	sonnyFDA	3	sonnyGTIN	July 5, 2022	

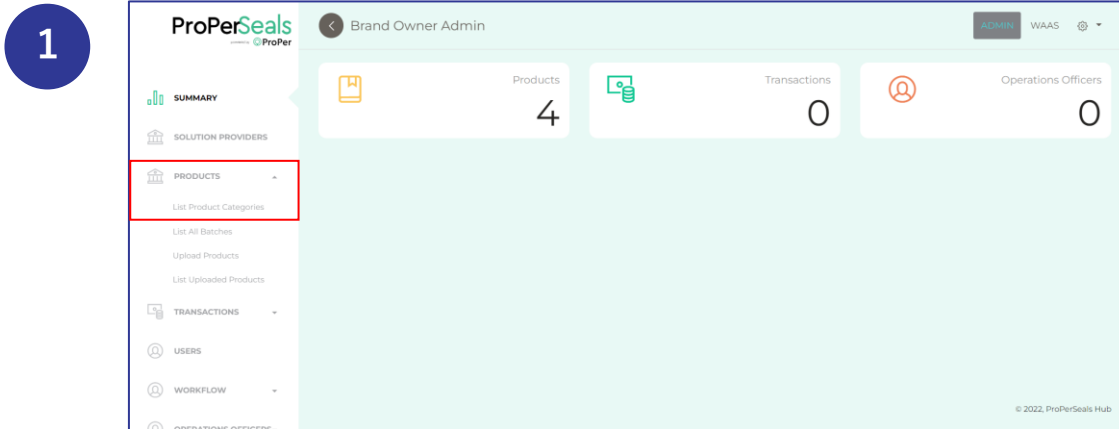
Showing 1 to 10 of 42 entries

PAGINATION: FIRST PREVIOUS 1 2 3 4 5 NEXT LAST

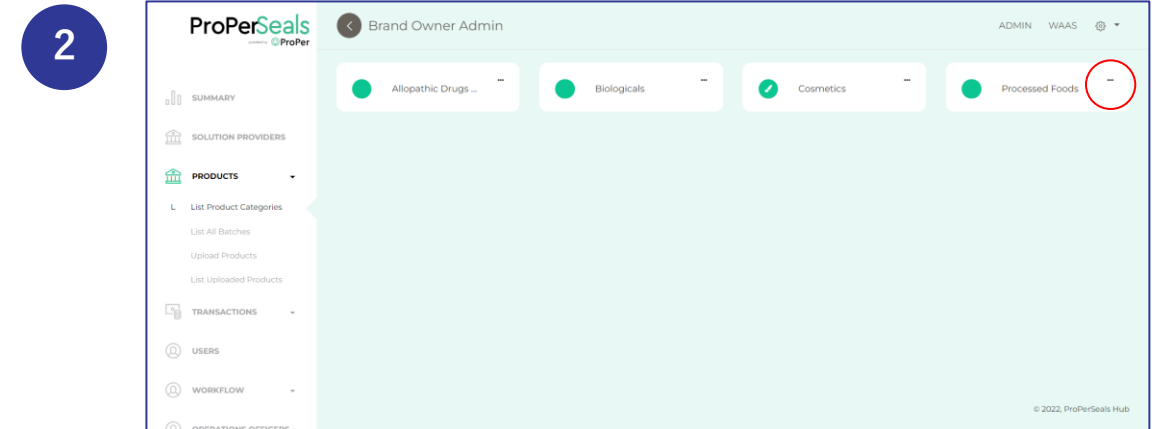
A list of Products together with their details is displayed

## 1.2 Brand Owner Admin Guide

### Adding a Batch



Click on **Products** from the menu to your left and select **List Products assigned** from the dropdown list



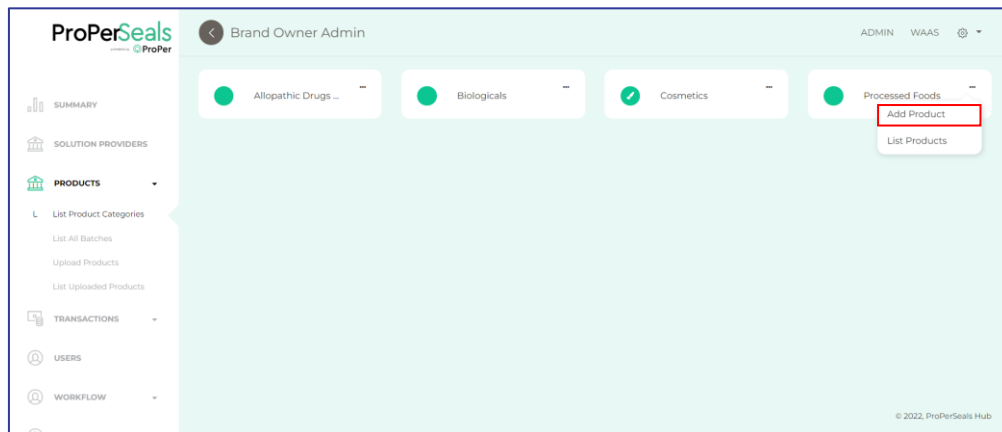
Click the **Context Menu** (i.e., three dots) to perform a selected number of actions on a Category



## 1.2 Brand Owner Admin Guide

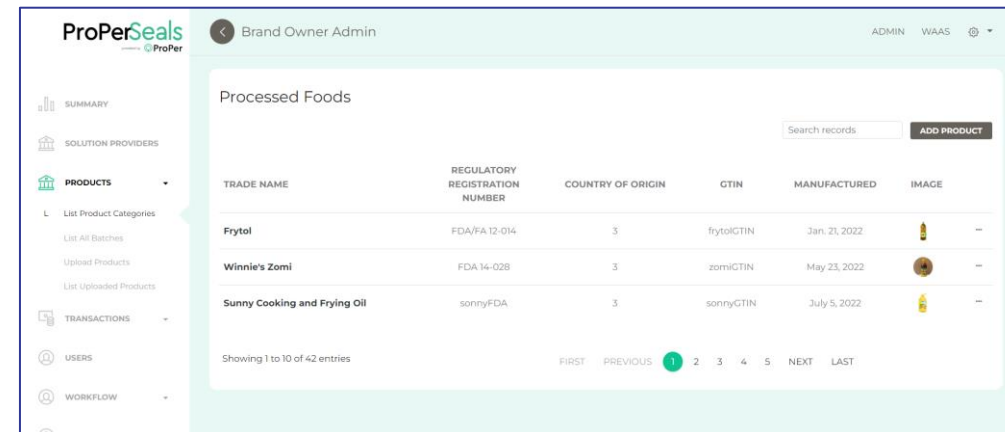
### Adding a Batch

3



Click on **List Products** from the dropdown menu

4

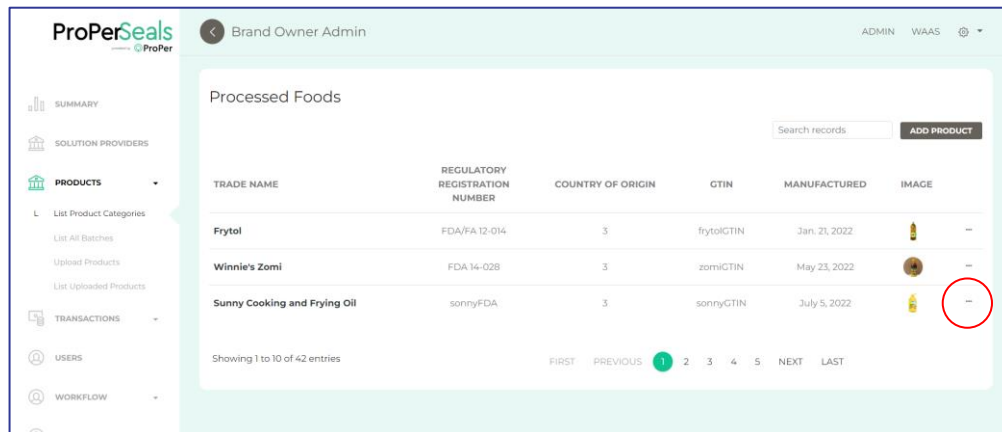


A list of Products together with their details is displayed

## 1.2 Brand Owner Admin Guide

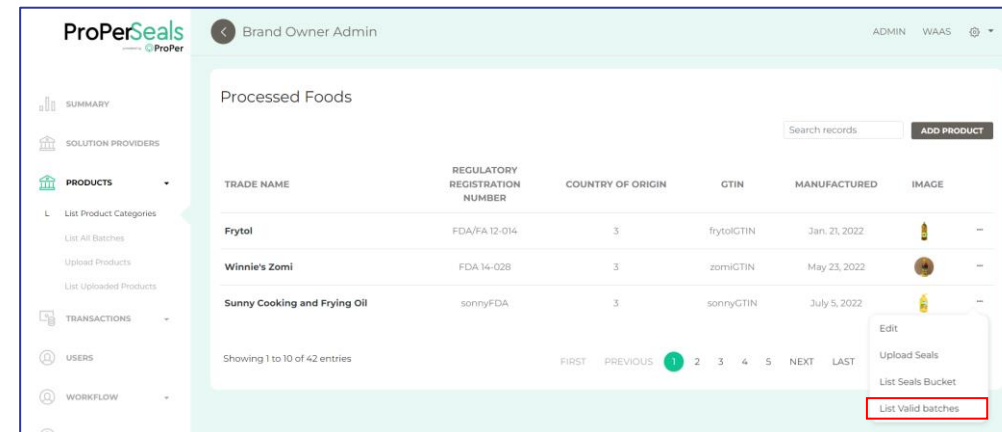
### Adding a Batch

5



Click the **Context Menu** (i.e., three dots) to perform a selected number of actions on a Product

6

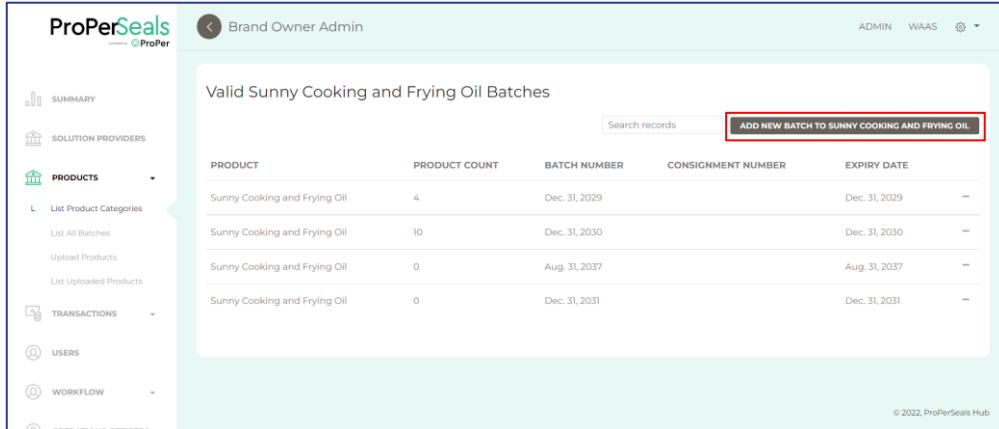


Click on **List Valid Batches** from the dropdown menu

## 1.2 Brand Owner Admin Guide

### Adding a Batch

7



Valid Sunny Cooking and Frying Oil Batches

Search records

**ADD NEW BATCH TO SUNNY COOKING AND FRYING OIL**

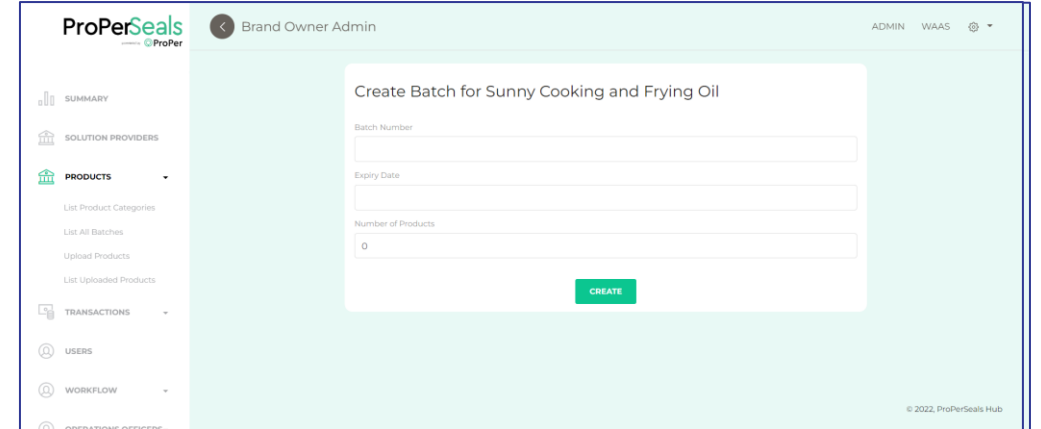
PRODUCT	PRODUCT COUNT	BATCH NUMBER	CONSIGNMENT NUMBER	EXPIRY DATE	
Sunny Cooking and Frying Oil	4	Dec. 31, 2029		Dec. 31, 2029	—
Sunny Cooking and Frying Oil	10	Dec. 31, 2030		Dec. 31, 2030	—
Sunny Cooking and Frying Oil	0	Aug. 31, 2037		Aug. 31, 2037	—
Sunny Cooking and Frying Oil	0	Dec. 31, 2031		Dec. 31, 2031	—

© 2022, ProPerSeals Hub

A list of Valid Batches together with their details is displayed

Click **Add New Batch** to add a **Valid Batch Number** and **Expiry Date**

8



Create Batch for Sunny Cooking and Frying Oil

Batch Number

Expiry Date

Number of Products

0

**CREATE**

© 2022, ProPerSeals Hub

Fill in the necessary Product Batch details and click **Create**

