



Successful Client Solutions

Nine Lex Mundi Member Firms Assist Global Manufacturer with Distribution of Consumer Products in Multiple Jurisdictions

A world-wide manufacturer of consumer products contacted Simpson Grierson, Lex Mundi member firm for New Zealand, requesting information about product distribution, sales and marketing compliance in key global markets.

The client was redesigning its packaging for a product distribution in several countries around the world. To ensure that the package labels complied with each country's legal requirements, the client needed to know what required information to display on the labels, including product names, text placement and which language(s).

Simpson Grierson immediately contacted fellow Lex Mundi member firms in eight countries to provide the local advice and legal information the client needed to address requirements in each country.

The member firms engaged were Clayton Utz (Australia); Demarest e Almeida (Brazil); Blake, Cassels & Graydon LLP (Canada, Alberta, Ontario and Québec); Gide Loyrette Nouel A.A.R.P.I. (France); Noerr LLP (Germany); Maclay Murray & Spens LLP (Scotland); Bowman Gilfillan (South Africa); and Morrison & Foerster LLP (USA, California).

Simpson Grierson served as the main point of contact between the client and Lex Mundi member firms. The firm oversaw the information collected, coordinated the billing for all legal services rendered and liaised with the member firms to address questions raised by the client.

The client was very happy with the information provided by the Lex Mundi member firms and was impressed with the member firms' ability to coordinate their legal services and provide a single point of contact to address all matters pertaining to the product distribution.





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After its product was successfully distributed to the key global market countries, the client had the following to say about its work with the Lex Mundi member firms:

“Simpson Grierson did a great job of coordinating [the] legal advice from several countries to assist us in the repackaging of our [product]...the timely advice [from the] Lex Mundi firms enabled us to make sound decisions on our packaging design. I would not hesitate to use them for such a project again in the future.”

Lex Mundi is the world's leading network of independent law firms with in-depth experience in 100+ countries. Through close collaboration, our member firms are able to offer their clients preferred access to more than 21,000 lawyers worldwide - a global resource of unmatched breadth and depth.

Lex Mundi - the law firms that know your markets.

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