



IDENTIFICATION

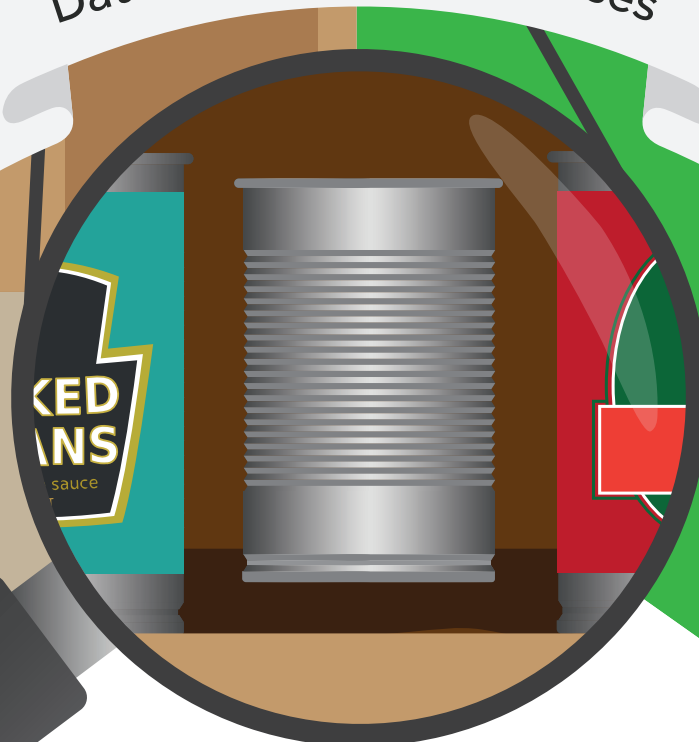
You find a tin but the label is missing. How long has it been there? What's in it exactly?

Identification is easier if the tin is labelled, so it is obvious where to put it in a kitchen, or where to store it in a warehouse.



METADATA

Data with no nasty surprises



SUMMARY

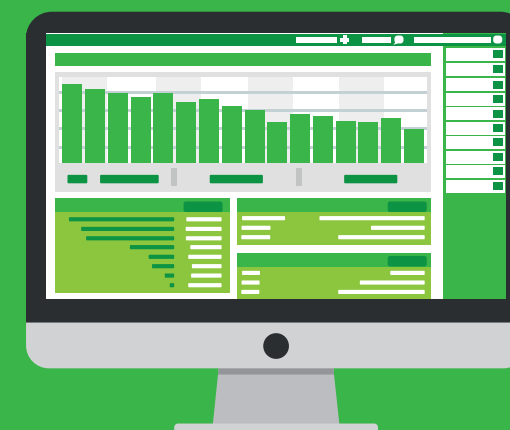
The mystery unlabelled tin says a lot about encountering undocumented data that someone else has produced. The label, or metadata, is vital for identification and correct use of the contents. The more information provided on the label, especially standardised information, the better.



STORE
BELOW 30°C

STANDARDISATION

Some parts of the label are for humans to read, and some for computers. The humans want to know the calories or allergens. Barcodes are for identifying the item in a database, for stock control or sales records.



USE

You could go ahead and open the unlabelled tin, but how confident are you that you will recognise and be able to use the contents – do you want a tin of custard for dinner? How would you cook it without instructions? The label has essential information including the sell by date and the exact weight or volume.