



WERKSMANS
ATTORNEYS

Consumer Goods

The consumer goods sector is one of the largest providers of formal employment. Although heavily reliant on consumer purchasing power and a steady financial environment, the sector has a wealth of potential to drive economic growth.

Vigorous competition in this fast-paced sector means that importers, manufacturers, distributors and retailers need to constantly identify and take advantage of opportunities in the market. Challenged by a steady increase of online retailers, brick and mortar businesses need to adapt to remain competitive. This includes protecting their brands and reputation, as well as compliance with consumer legislation.

Our lawyers have an in-depth understanding of the consumer facing sector. Keeping up with its dynamic nature by constantly monitoring developments with industry associations and regulators, we are able to assist you in every possible way.

Drawing on our experience, technical skills and legal expertise, we are well-equipped to address any issues that may arise. Our multidisciplinary team will deal with your contractual requirements and with any disputes, including employment issues from standard employment contracts to collective bargaining and disciplinary matters, as well as your real estate needs. Location is everything and our real estate lawyers will assist with your commercial property transactions, from securing a property to finalising purchase or lease agreements.

As experienced lawyers in this sector, we offer commercial solutions to legal problems.

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**THE CORPORATE &
COMMERCIAL LAW FIRM**
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Our expertise spans across:

- Brand protection
- Copyright
- Enforcement of intellectual property rights
- Product design and labelling
- Regulatory compliance
- Product liability and warranties
- Product recall
- Consumer protection legislation
- Employment law issues
- Logistics and distribution
- Supply chain and procurement
- Advertising and marketing practices
- Complaints and customer management
- Advertising
- Dispute resolution
- Competition law
- Franchising
- Joint ventures

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