

**01 COMPLIANCE ISN'T OPTIONAL**  
It's the price of entry. There is no legitimate market without it.

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**02 YOU HAVE A DUTY OF CARE.**  
whether you like it or not. The consumer doesn't care about your ignorance.

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**03 IGNORANCE WILL NEVER BE A DEFENCE.**  
Regulators don't reward the clueless. They punish them.

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**04 GROWTH WITHOUT GOVERNANCE WILL EVENTUALLY COLLAPSE**  
Speed built on broken foundations always catches up with you.

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**05 NON-COMPLIANCE IS A HIDDEN TAX ON SHORT-TERM THINKING.**  
The fines, recalls, and reputational damage cost far more than getting it right first time.

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**06 YOUR SUPPLY CHAIN CAN MAKE OR BREAK YOU.**  
Your name is on the label. Their failures become yours.

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**07 SMART BRANDS TURN COMPLIANCE INTO COMPETITIVE ADVANTAGE.**  
The Compliance Edge isn't theory. It's the difference between brands that endure and those that don't.