

Changes in consumer shopping habits have accelerated recently, with e-commerce causing an increase in counterfeiting activity. Active & Intelligent packaging, in the form of “Smart Labels”, allows for tracking from the supply of raw materials, to a product’s consumption and beyond.

TRACK AND TRACE OPTIONS

Track and trace solutions are available through the use of barcodes, QR codes, RFID tags or NFC tags, depending on your individual requirements. For example, DigiFresh’s flexible, web-marketing platform connects brand storytelling with product origin, traceability, and authentication. They connect the physical and digital world by transforming products into interactive digital experiences that inform and entertain customers, increasing engagement and sales. Using their proprietary QR & NFC-to-Storyline web-marketing technology, they help brands build customer trust and capture valuable first-party data across multiple consumer touchpoints, including on product, in-store, and across digital channels.

Digital identification allows for the tracking of pallets and bins, and the recording of date, time, and location info on individual products. Track and trace can provide complete supply chain information, including environmental conditions and handoffs.

Each option has its advantages, and your Resource Label Group label expert will work with you on the ideal solution.

COMPLETE TRANSPARENCY

Track and Trace provides end-to-end transparency to confirm products are transported securely from ingredients, to production, to retail, to the consumer. For example, a seafood brand using track and trace can allow its customers to see the name of the boat that caught their fish and where they were when they caught it, and cannabis brands can track their product from seed to the store shelf.

TECHNOLOGY

PRODUCTS & MATERIALS

Overt and Covert Options
Variable 2D Barcodes
Variable Barcodes
QR Codes
RFID Tags
NFC Tags
E-fingerprinting

PRINTING & VALIDATION

Authenticity & Traceability
Blockchain
DAMS Third-party Validation
Micro-printing
Invisible Ink
Micro 2D Codes
Unique Hidden ID



DigiFresh

MARKETS

Consumer Goods
Wine & Spirits
Cannabis
Personal Care / Cosmetics
Pharmaceutical & Nutraceutical
Medical Device
Industrial Applications

For additional Information:

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Additional Resources:
resourcelabel.com

