Product Traceability with Digimarc

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OVERVIEW

Product traceability across the global supply chain is increasingly essential for consumer brands and food manufacturers to promote consumer safety, mitigate risk and gain real-time insight into the product journey from manufacturing to consumer. Digimarc Barcode on packaging and labels supports these business needs with digital identification and discovery.

When Digimarc is combined with an IoT data platform— EVRTHING or rfxcel, for example—companies can initiate sophisticated track-and-trace operations and get actionable, granular data on where products are in the supply chain and the marketplace; critical for reducing the cost and impact of product recalls, and protecting consumer safety.

Detect Counterfeits

Digimarc's market-leading imperceptible watermarks provide covert opportunities for detecting counterfeit goods and diverted products, making it a flexible option for your brand protection needs.

Digimarc Barcode can be serialized and additional data can be applied to packaging, labels and the product itself via digital presses or one of several leading industrial inkjet systems. This provides customers with multiple approaches to variable data printing at various scales and budgets.

KEY BENEFITS

- Covert option for brand appeal/asset management
- Improve scan rates (compared to QR & DataMatrix)
- Reduces retailer returns & chargebacks due to unreadable labels
- Scannable on all sides of package
- Reduce cost of recalls
- Protect consumer safety
- Preserve brand reputation
- Easily leverage Digimarc VDP & IoT Partners

"MCC's rich expertise in the area of digital and hybrid printing brings Digimarc's serialized identities to life and at scale. It's a partnership that is perfectly positioned to impact the food supply chain of today and the future."

— Matthew Thomas, Business Development Manager, Multi-Color Corporation (MCC)

Supporting Critical Track-and-Trace Efforts

"At the heart of it, our partnership with Digimarc is about innovating the digital supply chain. We live in a world of connected products and people; Digimarc Barcode and our rTS platform deliver the 'one-two punch' of truly optimized data capture, then using that data for real-time track and trace and to safeguard products, boost brand protection and awareness, and connect with consumers."

– Glenn Abood, CEO and Co-Founder, rfxcel

The Digimarc Traceability Solution

Consumer brands can enable best-in-class track-and-trace solutions by working with Digimarc and its partners. They can leverage hybrid printing, combined with digitally printed serialized Digimarc Barcode, along with high-volume flexo label printing and leading IoT traceability software. The components of the solution:

Serialized Digimarc Barcode

Digimarc has partnered with Jet Letter enabling Page Builder Pro software to support the variable generation of Digimarc Barcode at scale. Page Builder Pro is a highly flexible and scalable variable print solution for a variety of applications. Digimarc is an authorized value-added reseller of Jet Letter's PSL software, simplifying the integration and sales processes.

Variable Data Printing

Digimarc Barcode containing variable data can be printed in multiple ways, including a digital press, thermal labeling or a hybrid printing approach. Digimarc's partner Multi-Color Corporation (MCC) developed a hybrid printing method in which Digimarc Barcode can even be printed in large volumes on high-speed, flexographic printing press, which minimizes visibility while maximizing scanning performance.

IoT Data Partners

Digimarc detection capabilities have been integrated into Internet of Things (IoT) traceability platforms, such as rfxcel, to track and trace provenance data and the status of Digimarc-enhanced products throughout the supply chain. This information is collected via Digimarc detection software and enables brands to have real-time, data insights throughout the supply chain about packages and labels enhanced with Digimarc.

GET STARTED

Visit **digimarc.com/traceability** to learn more about the Digimarc Platform for serializing consumer goods product packaging, and get started by contacting **1-800-DIGIMARC** or **sales@digimarc.com**

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