Fresh Product Labels that Reduce Shrink

OVERVIEW

Digimarc and leading retail scale and thermal printer suppliers deliver a more powerful labeling solution for retailers and packaged food companies. Consumers are increasingly interested in fresh, natural food products, which typically carry a printed label and are priced by weight instead of predetermined packaging. As in-store printed labels continue to represent a larger percentage of products scanned at checkout, retailers must consider improved printing and scanning technologies to deliver a more convenient consumer experience and greater employee productivity.

Digimarc Barcode for Fresh Product Labels make scanning more reliable and efficient, which saves both time and cost while promoting accurate data in retail and logistic environments. Variable weight labels are easily and often damaged, ripped or swapped, causing problems ranging from product shrinkage to inaccurate inventory. Digimarc software enables brands to add product identification information, typically found in traditional barcodes, repeatedly and unobtrusively across the entire surface of the label. Our simple software upgrade makes label printers, scales and scanners already used in your fresh departments foolproof for shoppers and store associates.

When printing labels, Digimarc Barcode is introduced as a lightly printed, structured pattern of dots, which fades into the background of the label and is easily detectable to enabled scanners and mobile devices. This technology works with supported thermal printers and does not require specialized hardware or substrates.

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► **SCAN IMAGE**

KEY BENEFITS

Smarter Checkout
- Scan effortlessly
- Increase cashier time to interact with customers

Better Data
- Improve inventory accuracy by reducing manual overrides and open department entries
- Incorporate expiration for discounts and to stop sales

Improve Employee Productivity
- Scan damaged and ripped labels easily
- Reduce additional label printing and time spent on manual look-ups

Reduce Shrink
- Deter fraudulent behavior
- Reduce discarded food items

"In 2018, total store shrink averaged just above the 3% mark. Fresh departments, with the exception of dairy, averaged much higher shrink."

– Food Marketing Industry's (FMI) Food Industry Speaks 2019 Report

Digimarc Barcode for Fresh Product Labels

Traditional EAN Barcode

Digimarc Barcode with EAN Number

Traditional DataBar Expanded

Digimarc Barcode with DataBar Expanded Number

BENEFITS: DIGIMARC & DATABAR

Digimarc Barcode for Fresh Product Labels complements DataBar by delivering DataBar information replicated unobtrusively many times across the entire label for more reliable, efficient and effective retail labels. The powerful combination of DataBar and Digimarc Barcode for Fresh Product Labels helps ensure fresh foods are successfully scanned at checkout regardless of whether labels are torn, crinkled or soiled. Retailers and shoppers will experience faster checkout with more reliable, redundant barcodes.

TECHNICAL SPECIFICATIONS

Retail hardware powered by Digimarc software can print labels featuring subtle patterns, or codes, containing standard UPC/EAN barcode data and the same information as DataBar, including the following GS1 application identifiers:

- (01) Global Trade Item Number (GTIN)
- (3922) Price
- (16) Sell by Date
- And, one of the following: (30, 3203 or 3103) Weight/Count

The Digimarc and DataBar symbols carry the same information, providing more reliable scanning by coexisting on the same label used at point-of-sale:

- DataBar Omnidirectional
- DataBar Stacked Omnidirectional
- DataBar Expanded Stacked
- DataBar Expanded

GET STARTED

Visit **www.digimarc.com/labels** to learn about fast, accurate automatic identification, and get started by contacting **1-800-DIGIMARC** or **info@digimarc.com**.

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DIGIMARC CORPORATION
9405 SW Gemini Drive, Beaverton, OR 97008
T +1 800 DIGIMARC (344 4627)
F +1 503 469 4777

digimarc.com | **info@digimarc.com**

Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images and audio. The Digimarc Platform provides innovative and comprehensive automatic recognition technologies to simplify search, and transform information discovery through unparalleled reliability, efficiency and security. Digimarc has a global patent portfolio, which includes over 1,100 granted and pending patents. These innovations include state-of-the-art identification technology, Digimarc Barcode, as well as Digimarc Discover® software for barcode scanning, image recognition, as layers of its ground-breaking Platform. Digimarc is based in Beaverton, Oregon. The Digimarc Platform enables applications that benefit retailers and consumer brands, national and state government agencies, media and entertainment industries, and others. Visit digimarc.com and follow us @digimarc to learn more about The Barcode of Everything®.

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