Reinforcing Trust in Your Brand

The Digimarc Platform delivers transparency, traceability and trust

Along with the promise of safe products, today, brands are expected to provide complete transparency to maintain trusted relationships with consumers. And because of the rapid pace of business and the complexity of global supply chains and competitive pressures today, there is an increased potential for mistakes that can erode trust.

Consumer brands use barcodes to maintain quality and communicate product information and other data to the supply chain, but often these efforts fall short. Brands need a better barcode that does more to help them maintain trust and continue to earn consumers' business.

The Digimarc Platform Helps Brands and Manufacturers:

- Communicate directly with consumers
- Pinpoint products and parts anywhere
- Reduce waste during production
- Promote sustainability
- Improve efficiency for retailers

Digimarc Barcode provides benefits for:

- Marketing and brand owners
- Supply chain professionals
- Corporate social responsibility officers
- Packaging engineering and innovation executives
- Quality management leaders

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The Barcode of Everything®

Strengthen Your Brand with Transparency

The reality is that brands must provide more insight into what's in products, and how and where they were made. People care about what they consume, and because they expect nearly instant access to information, the best consumer brands need to deliver transparency fast. Now, marketing professionals and brand managers can reach consumers with Digimarc-powered connected packaging.

Product Transparency

Digimarc Barcode for Packaging provides consumers with quick, easy access to digital product details, which is increasingly important as packaging shrinks in size to reduce waste. A seamless element of the packaging artwork itself, Digimarc Barcode unobtrusively repeats across packaging so that any side can be scanned by mobile devices to get product information. Digimarc-powered smart packaging and commercial print activates new digital channels to communicate directly with consumers and deliver coupons, recipes, reviews and more via enabled mobile apps.

Brand managers and marketing professionals can use Digimarc Barcode as a single solution — and an alternative to cumbersome QR codes — to convey SmartLabel® information, mandatory bioengineering disclosures and consumer promotions. More than ever, consumer brands can now effectively interact and communicate with their consumers.

SmartLabel® Support

Digimarc smart packaging delivers SmartLabel® information without QR codes. Digimarc Barcode scanning is integrated into the official SmartLabel® app for instant access to product ingredients, allergens and other information. Digimarc Barcode also helps brands do more by delivering multiple digital experiences from just one code.

Bioengineered Foods

Digimarc Barcode is USDA-approved digital technology for disclosing products containing bioengineered foods. The National Bioengineered Food Disclosure Standard requires foods labeled for retail sale to reveal bioengineered ingredients, and Digimarc makes it easy to comply. Engaging consumers, bolstering brand loyalty and promoting corporate social responsibility credentials has never been easier.

Mobile Apps

Digimarc Mobile SDK powers mobile apps with high-performance scanning of common barcodes in retail and the exclusive ability to detect Digimarc Barcode for product packaging, commercial print and more. The software enables Digimarc Barcode detection in new or existing apps, allowing brands and third-party developers to directly reach consumers.

Traceability for a Big World

Knowing precisely what is being made and sold around the world is essential to a brand's success.

Digimarc, together with our application developers and alliances, delivers inventory management, serialization solutions and brand protection services that make product and image traceability an affordable reality for consumer brands.

Inventory Management

Consumer brands need a more reliable and accurate way to collect product data, validate pricing and audit inventory in-store and across the supply chain. In collaboration with hardware and software partners, Digimarc allows brands to better track their products throughout their lifecycle with suppliers, retailers and logistics providers. Microsoft integrated Digimarc's scanning software into all versions of Windows® and leading scanner manufacturers including Datalogic, Honeywell, NCR and Zebra Technologies support detection of Digimarc Barcode for retail checkout, store audits and other enterprise scanning applications.

Global Traceability

The Digimarc Platform, in concert with an array of partners, can enable varying degrees of serialization and support track-and-trace use cases. Digimarc is constantly advancing our traceability offering to optimize the supply chain for customers, provide brand authentication, better manage product recalls and help provide the knowledge that the right thing was made and delivered to the right place at the right time.

Brand Protection

Digimarc Barcode for Digital Images empowers brands to manage the use of image assets throughout the supply chain and across the public internet. Combining imperceptible identifiers with crawl services and a convenient web-based dashboard, Digimarc customers benefit from greater insight into where brand assets are being used to monitor licensing efforts, channel partners and potential diversion.

Enhanced traceability is the
number one driver for 81% of companies
investing in blockchain[1].

Trust is Earned Every Day

Consumers today trust leading brands that are responsible corporate citizens that provide transparency, promote sustainability and give back to their communities.
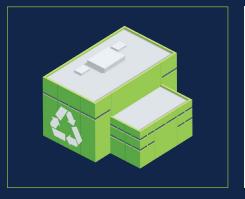
Consumer brands corporate social responsibility officers and quality control managers can build trust with better automatic identification solutions that control quality in manufacturing, reduce recalls and facilitate recycling at the end of the product or packaging lifecycle.

The Digimarc Platform for Manufacturing

Industry-leading inspection systems can reliably and accurately detect Digimarc Barcode in high-speed environments, helping detect errors quickly in the parts-matching process to reduce waste, save time and money. And, Digimarc Barcode can be added to small labels on which Data Matrix codes are impractical — enabling automatic detection of parts that may otherwise be manually verified. The Digimarc Platform delivers certainty for brands and the consumers who trust them.

The Digimarc Platform for Recycling

As governments and industry groups move toward circular economies for recycling and reusing plastics in consumer packaging, there is a critical need for accurate and reliable auto-identification methods for classifying and sorting various packaging materials during the recycling process. Digimarc Barcode has promising potential to be used in high-speed processing environments, on items with and without printed labels, to facilitate more efficient sorting of recycled materials in plastics reprocessing facilities.

For more than 20 years, Digimarc has been trusted to protect the authenticity and accuracy of documents and media for central banks, government agencies and major corporations.

The Digimarc Platform promotes transparency, traceability and trust by providing a unique identity for every product, every package and nearly every business need every day.

The Digimarc Platform for Consumer Brands

The Digimarc Platform can be used for identifying, discovering and interacting with digitally-enhanced media and objects. The Digimarc Platform provides unique identification and reliable, efficient discovery that powers an ecosystem of powerful enterprise business applications. Among these applications, Digimarc enables consumer brands to create smart packaging for better communicating with consumers, retailers and supply chain partners through the identification and discovery of almost anything.

Digimarc Ecosystem

Digimarc has formed global partnerships with many companies to enhance the power and reach of the Digimarc Platform, and work with our customers to seamlessly implement Digimarc technology.

Our global partners include industry leaders in the following categories:

- Barcode scanner manufacturers
- Retail scales and thermal label printers
- Premedia agencies
- Printers and printing companies

LEARN MORE

digimarc.com/partners

How to Get Started with Digimarc

01 DISCOVER

Establish Purpose: Learn how the Digimarc Platform works and examine potential applications of connected packaging for your business needs.

Ensure Success: Establish strategic objectives and success metrics to ensure maximum benefit for your business.

02 DEFINE

Frame Project: Define project scope and identify all stakeholders essential for success.

Set Milestones: Outline project plan specifics and establish overall timeline.

Transfer Files: Deliver packaging assets including press-ready artwork files and printer specifications with color profiles.

03 DEPLOY

Enhance: Begin process of adding Digimarc Barcode to packaging with premedia partners, and review and approve new packaging designs.

Produce: Manage print production of your newly connected packaging and verify data accuracy.

Launch: Ship products for a full rollout, enjoy the benefits and measure your success.

DIGIMARC DISCOVER®
digimarc.com/app

SCAN FRONT IMAGE TO SEE IT IN ACTION!

Contact Us

If you have questions about getting started, please contact us: **sales@digimarc.com**

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[1]*"Does Blockchain hold the key to a new age of supply chain transparency and trust?"* – Capgemini, October 2018

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