

Going beyond Food Track & Trace

The role of traceability systems for the brand loyalty

In the food industry, **product traceability is fragmented** and inconsistent, with plants and supply chains using **different and often non-digitalized systems**. This complexity hinders transparency and negatively impacts consumers, who are increasingly demanding ethical and sustainable practices.

How can brands ensure full visibility from the origin of raw materials to the consumer? What solutions are necessary to prove end-to-end traceability?

Key Facts & Figures

30%

Food & Beverage companies invested in track & trace technologies in 2023

70%

Consumers willing to shift to sustainable purchasing choices

1 su 3

Consumer seeking more details on food products' environmental and social impacts

The displayed data represents our analysis of data from multiple sources (e.g., STATISTA)

Our **advanced traceability solutions suite** integrates **production and supply chain** to collect and analyze **real-time data for each batch**. It supports traceability and serialized packaging with data aggregation operations, **transforming them into accessible information for consumers** with a simple product scan.

The Value of Technology's Impact

Composable Business

We integrate **advanced technologies** with automation systems to collect **real-time data on material movements**. The APIs ensure that every stage of the product journey is **recorded and monitored**, improving operational efficiency. Connecting with CRM systems allows **centralization of product traceability information** at points of sale, keeping consumers updated and making their **experience with the brand more transparent**.

Regenerative Business

The use of a traceability solution enhances **business resilience** by optimizing organizational processes, integrating different systems, and improving security procedures. In case of recalls, critical data allows for **quickly tracing the origin** of materials and identifying contaminated products, enabling **timely resolution** and reducing time and costs. Monitoring integrated with ERP and WMS systems offers a comprehensive, real-time view of business processes, optimizing resource use and improving the business adaptability.

Circular Ecosystem

Our cloud platform enables companies to digitalize product serialization, simplifying the **integration and sharing of information among suppliers, distributors, and partners**. By leveraging digital twins, it is possible to create accurate virtual representations of physical goods, providing stakeholders with real-time access to detailed data. **This collaborative approach fosters sustainability and boosts consumer trust with full transparency and end-to-end traceability.**

Our Toolbox



Our Impact

