



sistemi di tracciabilità e anticontraffazione

## A B O U T I N F O L A B E L

Info Label is a brand of Tecno Label that provides a **traceability and anti-counterfeiting patented system** for the manufacturing industry, for any excellence product and more generally, for all production sectors, together with relating information, advice and implementation.

It's a new technological solution **against counterfeiting** that uses an effective approach based on the reading of **unique QR codes** that identify every single information, of any product category.

With Info Label all you need is a QR code reading app on any mobile device to verify the authenticity of a product in real time.

Info Label professionally supports at very low cost, companies that intend to protect their brands in a multimedia and interactive way, through the use of the latest generation exclusive systems that are also indispensable to develop any innovative **marketing strategy**, allowing companies to interact in real time with the consumer.

Info Label's mission is to protect your brand, your products and your customers and to improve your marketing actions.

## U N I Q U E Q R C O D E S A N T I - C O U N T E R F E I T I N G

The number of counterfeit products is constantly increasing: an international scourge that puts the work, the identity and the know-how of numerous companies at risk every day, as well as the safety of people who buy their products. Info Label responds effectively and professionally through the technology of **unique QR codes**, with specific information that differs from one QR code to another.

Info Label is based on a **software platform** that generates a unique QR code for each individual item (of any product category: clothing, accessories, drugs, cosmetics, toys, food, wines and spirits, etc.).

If the unique QR code has been replicated, the system detects an abnormal number of scans and notifies you of the discrepancy relating to the codes (probably cloned) together with the geographic traceability and the IP address.

## T R A C E A B I L I T Y

In addition to protecting brands and products from counterfeiting, the unique QR codes are also able to trace the path of the goods. In fact, when the QR codes are scanned, they are able to provide information on the geographical location: in other words, it is finally possible to trace, based on the IP address from which the scan is performed, who might be selling a particular product through unauthorized channels.

The final consumer can check the authenticity of the item and all information using a common QR code reader (downloadable for free from any app store) which returns to you, through the internet connection, valuable information on where and when that particular QR code has been scanned.

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## M A R K E T I N G

Each QR code, shown on the product label, can be combined with data chosen directly by you.

When the QR code of the authentic product is scanned, it can for example link the consumer to the company website, to a confidential discount or promotion, to a list of information or to a certificate of origin.

The system allows, through a special application, to access a reserved area and to make visible any time all the information you want to communicate relating to any product, as well as the possibility of implementing special promotions in the manner you have established.

By accessing the platform with the personal credentials, you will be able to detect in real time a series of information and data relating to the visualizations and geographical location of the reading of the QR codes of the products by final consumers.

By using the appropriate filters, it will be possible to obtain this information for each item.

Thanks to the software job, it is possible to develop very precise reports, which can be used as a smart marketing tool or for the purpose of planning the sale of each individual product.

## P A T E N T S

Info Label, in addition to having patented the anti-counterfeiting and traceability system with unique QR codes, also owns the patent for weaving the QR codes in such a way as to make them always resistant to any type of washing, ironing and / or product maintenance.


This means that in the fashion sector our company is able to provide the opportunity of taking advantage of the potential of the QR code in all its possible uses.

## G U A R A N T E E A N D I N F O R M A T I O N F O R T H E C O N S U M E R


The consumer, for his part, can also take advantage of the functionality and features of our unique QR code.

The QR code is a guarantee of quality and anti-counterfeiting because each unique code is associated with a single IP address. It also guarantees traceability, since it provides all the information relating to the product (for example the technical data sheet, the instructions for use, the expiry date of a product and any documentation) that are available in the data platform accessible by scanning the unique QR code associated with the article.

The use of this innovative system allows the user not only to receive important additional information regarding the product, but also to take advantage of a complete guarantee and a valuable post-selling notification service regarding any non-compliance, by registering with his e-mail address through the scan of the unique QR code present on each individual device.



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Per qualunque informazione aggiuntiva o per ricevere notifiche in merito a eventuali non conformità utilizzare il servizio accessibile attraverso la lettura del presente codice QR

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