

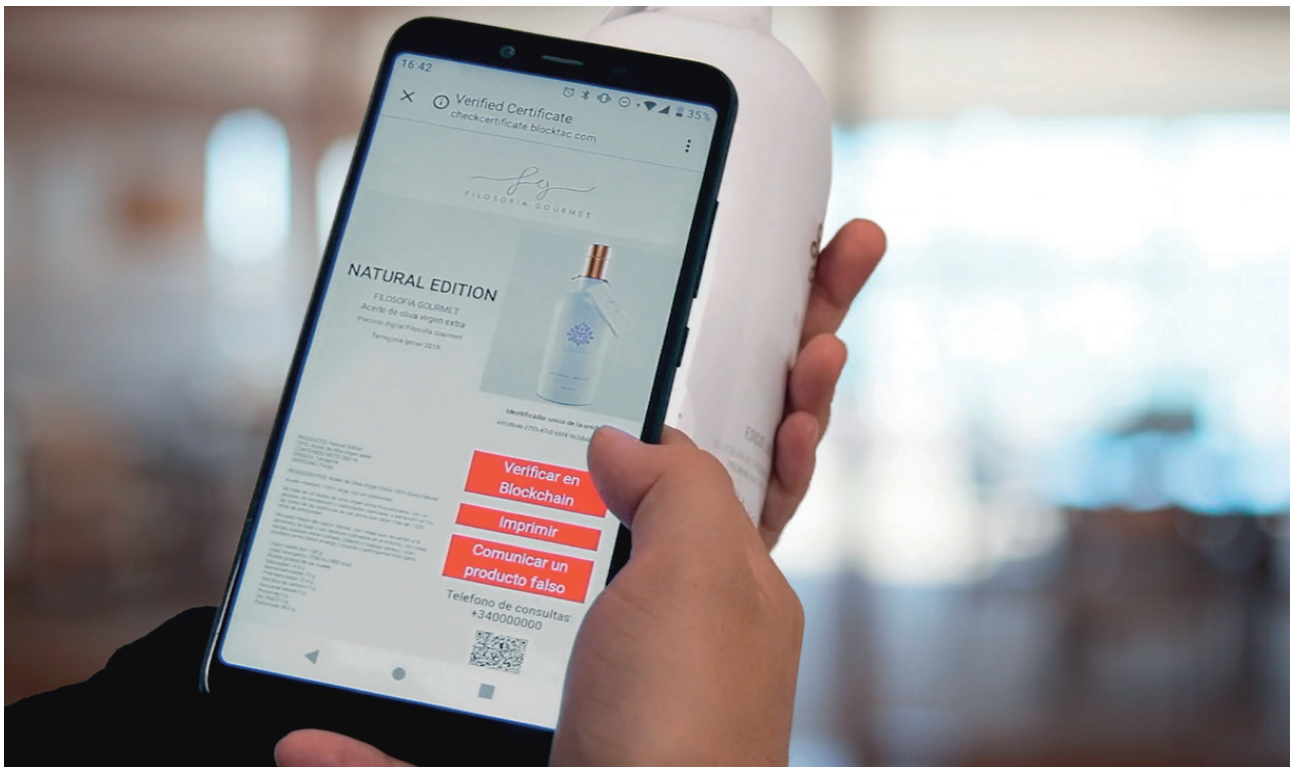
# Digital Seals



Single-use digital seals registered with blockchain technology for fast-moving consumer goods



Your trusted world



Fraud in food and consumer products has an extraordinary and growing extent, **representing 3.3% of world trade** and with an economic impact that exceeds 500 billion dollars.

This fraud affects food products, such as wine, olive oil, or meat products, strong liquors and beers, perfumes, fashion garments and accessories, luxury items, and artworks..., to name just a few economic industries.

At BlockTac we have developed a solution that ends this fraud: the single-use digital seals registered with Blockchain technology.

These unique identifiers are:



Different for each product unit



Easily accessible to the buyer



Allow immediate verification of the authenticity at no cost



Provide abundant information about the purchased product

The consumers only need to use the camera of their phones to scan the QR of the seal. Its reading takes them directly to the verification page where they will find a button to verify the authenticity. In case of a fake product, a complaint can be filed immediately by activating a button that launches a pre-established email.

Copying the seal is useless for any counterfeiter, since all the copies will be identified as fakes by the buyers. In this way, the financial incentive for fraud ends, since no copy can be sold as an original one.

Companies can incorporate these seals into their products, simply and quickly, in various formats, for a marginal cost compared to the price of the products.

# 3.3%

Fraud affects a 3.3% of global trade

# Digital Seals

## Features and functionalities

Single-use digital seals registered with blockchain technology for fast-moving consumer goods





# Features and functionalities



## TECHNOLOGY

- Based on the most widespread Blockchain platform (Ethereum)
- Compatible with other platforms
- Robust, flexible and scalable system
- Does not require downloading applications
- Integrates with existing systems quickly and efficiently
- Designed for easy customization and autonomy
- Awarded with the Seal of Excellence of the European Commission



## OPERATIONS

- Unique identification of each product
- Defends against fraud and smuggling
- Ensures traceability, even without channel cooperation
- Facilitates inventory management
- Help in scenario planning



## MARKETING

- Proactive tool for direct communication to consumers
- Helps to know consumers and identify their needs
- Facilitates and automates micro-segmentation
- Serves to launch personalized and segmented offers (in time, by customer, by areas ...)
- Gives access to videos, surveys, guarantees, and raffles
- Allows the design of loyalty campaigns
- A digital registry of consumer opinions
- Campaign effectiveness monitoring system



## SALES

- Helps to adjust prices and promotions based on current and reliable data
- Guides spending toward the most effective sales initiatives
- Supports online direct sales
- Automates sales processes



## FOR THE END CONSUMER OF OUR CLIENTS

- A free authenticity verification tool
- Simple, intuitive use, in two simple steps ('scan and activate')
- Expresses an interest in consumers health and safety
- Facilitates withdrawal of products in case of health alert
- Acts as an online consumer access point
- Direct appeal and consumer engagement
- Compliance with privacy regulations



## FINANCES

- Economy prices
- No new investment in IT required
- Allows sustained cost savings
- Swift implementation
- Direct impact on sales



## MANAGEMENT

- Business insight tool
- Provides a competitive advantage by enabling immediate action
- Directs emphasis on the online business
- Flexible and prompt decision making
- A simple and effective digital business transformation

# Where can Digital Seals be used?

These non-copiable digital seals registered with Blockchain technology allow us to assure two things: that a product is original, and that it has never been opened. With these two pieces of information, fraud is brought to an end in very different industries.



## MEDICINES

Inside the box guarantee the end of fake drugs at a marginal cost. In some regions of the world up to one in three medicines are fakes.



## SPIRITS

A double-layer label discovers a QR that, when scanned, expose whether the bottle being served is original, or was opened before, and when it happened.



## WINE

A multilayer label as in the previous case allows us to differentiate an original bottle from a fake copy, anywhere in the world.



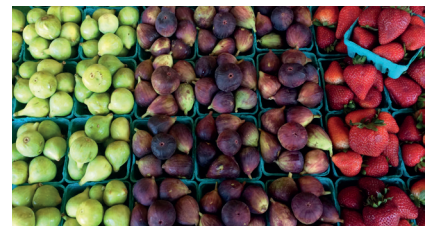
## PERFUMES

A label with the identifier placed inside the box allows us to know if the perfume is original, and its traceability. An effective way to end smuggling.



## FASHION CLOTHING AND LUXURY ACCESSORIES

A tag with an RFID or QR identifier provides the same authenticity checking and fraud elimination functionalities.



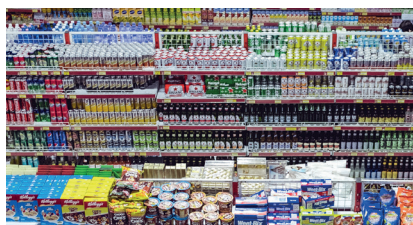
## SEASONAL FRUITS

Where a QR tag grants us if the product is original, reports the traceability of its distribution, and when it was put up for sale.



## OLIVE OIL

A double-layer label discovers a QR to ensure the product is original, and reports when the bottle was opened.



## FOOD INDUSTRY

The same solution designed for fresh fruits can be applied to preserves, ham, cheese, meat, or fish.

In general, in any industry where you want to prove the authenticity of the products and to access the functionalities of direct communication with consumers and control of the distribution network. And always at a marginal cost, significantly lower than any other solution currently available.

# Why do our clients apply them...?

## AUTHENTICITY PROVE

The main characteristic of our digital seals is to act as proof of authenticity. Each unit, of the product in question, holds a unique identifier, a covered and hidden QR code in a double layer label. When the buyer discovers the QR and reads it with a smartphone, it links to the manufacturer's website. It is there where the authenticity check occurs when the verification button is activated. And this very same action serves to break the seal, recording also the time and date where the verification has taken place.

## END FRAUD

A prominent property of the seals is that it helps "ends fraud" of products to which they are applied. If someone intends to make false copies of the product and incorporate duplicates of that identifier, each and every one of the copies would automatically be classified as fakes. A buyer can immediately denounce a fake copy by sending an e-mail, alerting the manufacturer, and highlighting the seller of the product. This dramatically reduces the economic incentive to carry out fraud.

## TRACEABILITY

The combination of our certificates and digital seals is used to track products through the elements of the supply chain. All activities are tracked and evaluated, who carries them out, what time and where they take place, the progress of shipments and deliveries.

## DIRECT MARKETING

It is a tool for direct communication with the consumer, with maximum efficiency and flexibility. The verification page of the producer or manufacturer may include additional and diverse commercial information about a product. This can consist of data of the company or other products, satisfaction surveys, links for direct purchases, or even a registration process so the buyer may register as a preferred customer. The content of all this information may be updated at any time to respond to new product campaigns, regardless of when the product was distributed through the distribution network or reached the point of sale.



## NUCLEAR BUTTON

A distinctive feature that the seals incorporate is the “nuclear button”. This is designed for extreme circumstances. For products stolen or diverted from the official distribution network or situations of conflict with customers who refuse to pay, the manufacturer may activate the “nuclear button”. By blocking the authentication process and modifying the information presented in relation to the affected products, the manufacturer can impair the verification of the product.

## EASY TO USE

We have found it essential to focus on the consumers and their safety. These seals are proof of the authenticity of the purchased product that every buyer can confirm immediately, just with their mobile phone. No specific apps are required. Only access the camera (in the case of iPhones) or have a QR code reader (for devices with Android system). Making it so simple will serve the buyer to protect the authenticity of a product purchased.

## ECONOMIC EFFICIENCY

Our technological solution stands out for its economic efficiency. The launch of this solution is carried out, in all cases, in less than two weeks. The implementation costs are so economic that they do not have a significant impact on the cost of the product. And considered from the point of view of marketing and advertising, the seals become the smallest and most efficient investment.

## SIMPLICITY

In comparison with other technological solutions, its implementation does not need costly investments nor does it require the incorporation of complex electronic devices. Neither asks the full and fair participation of all the elements of the distribution channel to carry out its functionalities as authenticators of the products or traceability informants.



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