



## Arvato Track & Trace Solution

### Compliance with labelling requirements for export goods to Russia

#### Legal Background

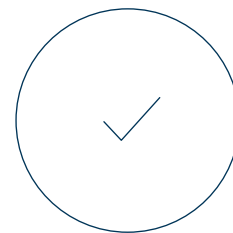
With the adoption of amendments to the Federal Law „On the basis of state regulation of commercial activity in the Russian Federation“ by Federal Laws 487 and 488, Markirovka became an obligatory factor of Russian commercial activity. Governmental Resolution No. 792-R of April 28, 2018 approved a list of ten groups of products that are subjected to mandatory labelling by means of identification including shoes, clothing and perfumes. Each product of this list, no matter if manufactured in or imported to Russia shall be traced through its life cycle. Therefore, each product must carry a data matrix code with GTIN, Serial Number, Crypto Code Signature and Crypto Code Key. The verification information are generated and provided by the Russian operator ‚Center for Research in Perspective Technologies‘ (CRPT).

On December 31, 2019, the resolution 1956 defining the rules and ways the labelling of light industry was finally adopted by the Russian Government. According to the resolution, the sale of unmarked clothes of defined types will be banned from January 2021. After the regulation comes into force, unmarked goods may no longer be imported. Due to this, the existing export-import processes have to be adopted to the regulations.

#### Arvato Systems' solution to minimize the impact

Unlike for the pharmaceutical industry, the foreign brand owner cannot request the Crypto Code information themselves, instead only the importer is allowed to request and provide the codes to the foreign brand owner.

## Benefits



- Secure and user friendly Software as a Service Solution
- Proven by other industries and a huge amount of integrations: the Arvato Track & Trace solution is able to integrate business partners in a safe, convenient and efficient way
- The solution can be adapted to your specific (business) process requirements
- No need to choose only one single importer (reduced dependency)
- No need to change your existing supply chain/export process





This general condition and the eventual fact that many brands may currently work with several importers leads to the requirement to integrate with several relevant importers. Depending on the supply chain process and the answer to the question where the actual labelling shall take place an additional need for supplier integration occurs - on the one hand for data matrix code or label provisioning and on the other hand vice versa for usage and packaging hierarchy reporting (as a prerequisite for the utilization reporting to CRPT).

Arvato Systems' approach is to reduce the impact of labeling to a minimum. Regardless of your process – where, when and how labels shall be provided and no matter how many business partners have to be integrated the Arvato Track and Trace solution offers you the ability to design a suitable and operational process for your business. You will benefit from Arvato Systems' long term experience of integrating partners in the context of serialization and Track & Trace requirements.

In this case the Arvato Track & Trace Solution integrates with internal systems on the one hand and depending on the scenario with importers, suppliers, printers and GIS MT on the other hand. The integrated Serial Number Generator generates unique serial numbers for each GTIN as a base for requesting Crypto Codes from the importer via interface with the importer or via existing GIS MT integration of the Arvato Track & Trace Solution. If the tagging shall take place at the various suppliers the brand owner either has to provide the data matrix codes in digital form or already printed by a third party. In both cases there is a need for a report interface in order to have a base for the utilization report to GIS MT. The reporting should include both, the used codes and packaging/aggregation information if applicable.



Graphic: Arvato Track & Trace Solution is the core. © Arvato Systems, Logo by CRPT

## Key Facts

### Product Master Data Management

- Maintaining of regulatory needed and additional product master data
- Integration with ERP
- Data Exchange with Business Partners
- National Catalogue (GIS MT) Uploads

### Data Matrix Code (DMC) Management

- Generation of unique serial numbers for each GTIN as a base for requesting Crypto Codes
- Requesting of Verification Codes / Crypto Codes from the importer via interface
- Requesting of Verification Codes / Crypto Codes directly from GIS MT (with the digital signature of the importer who works directly on the application)
- DMC provision to other business partners via interface
- Label printing on demand after scanning the barcode of the individual item
- Creation of order based Label-PDF Files

### Integration with Business Partners & Russia GIS MT

- With importers for Crypto Codes, usage & packaging reporting and customs clearing support
- With GIS MT for Crypto Codes requests and utilization reportings (digital signing of importer)
- With Suppliers for DMC provisionings and usage reportings from the suppliers
- Usage of Arvato Standard Interface or Integration based on business partners interface

Your contact to the experts for counterfeit protection:

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Global IT specialist Arvato Systems supports major companies through digital transformation. More than 2,700 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support. As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.

