

World leading enterprise solution for product digitization and traceability

A cloud-based traceability platform that brings value to brands by securing supply chains and elevating consumer experience.

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Companies are expected to provide safe, transparent and augmented products

Branded goods companies are under ever increasing pressure from both consumers and governments to provide safe, transparent and connected products.



CHALLENGES

- Governments are implementing legislation to protect consumers and taxes impacting CPG companies
- Consumers demand safe, sustainable and connected products
- Branded Goods Companies need to invest to increase sales, improve supply chain efficiency and control, and be compliant

IDEAL SOLUTION

Brands need access to integrated solutions to manage these challenges.

Product data, ingredients data, traceability data and consumer data must be secure and readily available for the branded goods companies' own use, and for government reporting.

DESIRED OUTCOMES

Kezzler offers an enterprise solution independent of packaging, factory automation, and ERP providers. Our mature, scalable, and flexible platform is specifically developed for product digitization and traceability helping clients meet challenges from counterfeit goods and unauthorized distribution, to traceability concerns and consumer engagement as well as to meet government regulatory requirements.



Product Digitization and Traceability platform

Kezzler's world leading cloud-based enterprise solution for product digitization and traceability helps brands provide a safe, transparent and enhanced product experience. The platform supports the entire product lifecycle from raw material sourcing to meet customer and government requirements, while at the same time improving control of the supply chain and garnering deep insights across their entire value chain through sourcing, production, distribution, consumption and recycling.

1

Build trust, loyalty and gain last-mile data

Enable consumer engagement directly through the product. Provide instant visibility of ingredients, provenance, sustainability etc. Enhance the consumer experience, reward desired behavior and get last-mile data in return.

2

Stop counterfeits and detect product diversion

With a simple scan, consumers, market inspectors and brands can identify counterfeit products. Receive real-time alerts of product scans outside of intended markets.

3

Johan Borg, CTO of Kezzler on the Microsoft partnership:

"It is a natural step for us to be part of the Azure marketplace enabling customers to deploy our technology quickly and reliably alongside other solution providers and in the same Azure region as their existing infrastructure."



Customer success: From Grass to Glass with FrieslandCampina

“Ensuring our consumers can have full confidence in FrieslandCampina brands is paramount. This is why we have adopted Kezzler’s serialization technology to deliver supply chain visibility for our infant formula brands, as well as providing a way for stakeholders throughout the supply chain to validate their products in real-time.

Kezzler has been able to deliver great results in a complex project, and FrieslandCampina has no hesitations to recommend Kezzler to projects where their platform for serialization and track and trace is suited.

Hans Wessels, Senior Project Manager at **FrieslandCampina**

Reckitt Benckiser, North Asia

“For us, Kezzler lays the serialization foundation and then allows us to provide a rich set of customized offerings around it. We chose Kezzler because it was the only solution provider that could meet the multiple facets of our requirement.”

Pfizer, Hong Kong

“From our experience, counterfeit versions of security labels are very often detected within 8 months after their launch. Since the introduction of Kezzler’s “PASS” SMS security labels, not one counterfeit package with Kezzler SMS labels has surfaced.”

Crop Science Division at Bayer

“We are pleased to work with Kezzler, as they share our commitment to finding better solutions to address food and environmental challenges.”

Contact us for more information

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Learn more: www.Kezzler.com

