

labelCert™ | Etichetta Parlante   UNIONCAMERE VENETO

Il punto di riferimento riconosciuto per la tracciabilità prodotti.

Dalla filiera alla gestione logistica.



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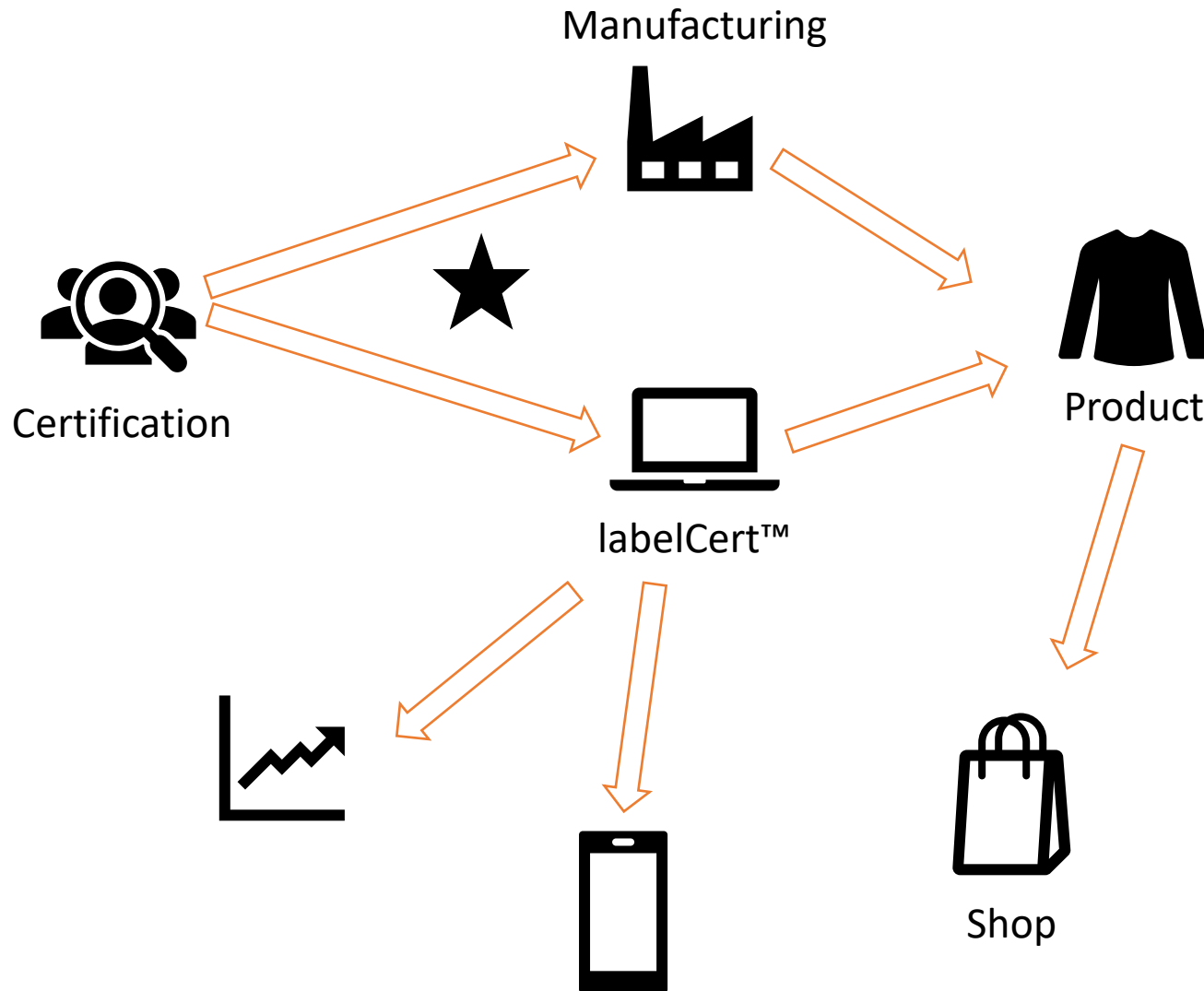
- Customer's trust and counterfeited products
- Market trust relies mainly on manufacturer's marketing
- A publicly certified supply chain
- Accessing the labelCert™ program



- A common/shared infrastructure with clear rules and processes
- Manufacturers and Customers can gain access to the software platform
- More reliable brands and products, safety for the customer
- More shared information about the product supply chain. More control and Safety in the market



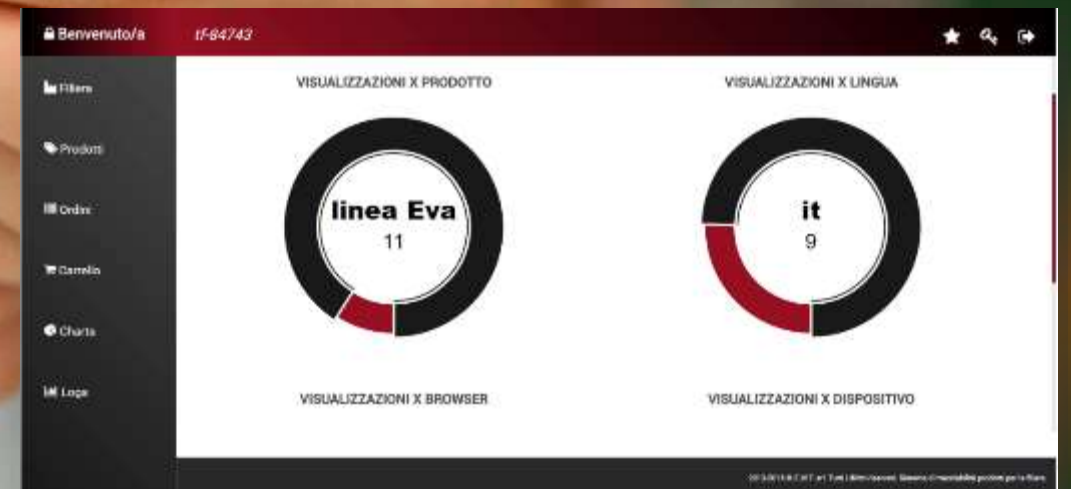
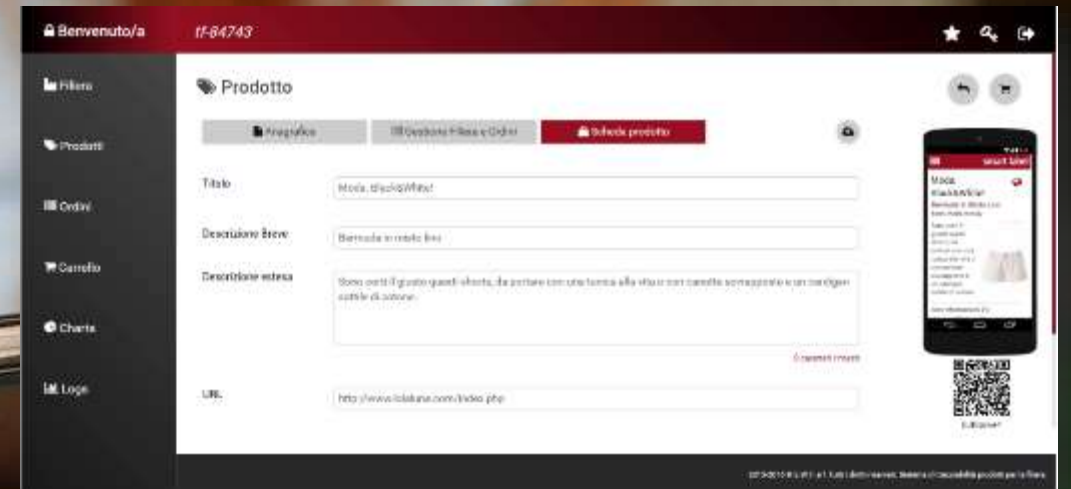
How it works



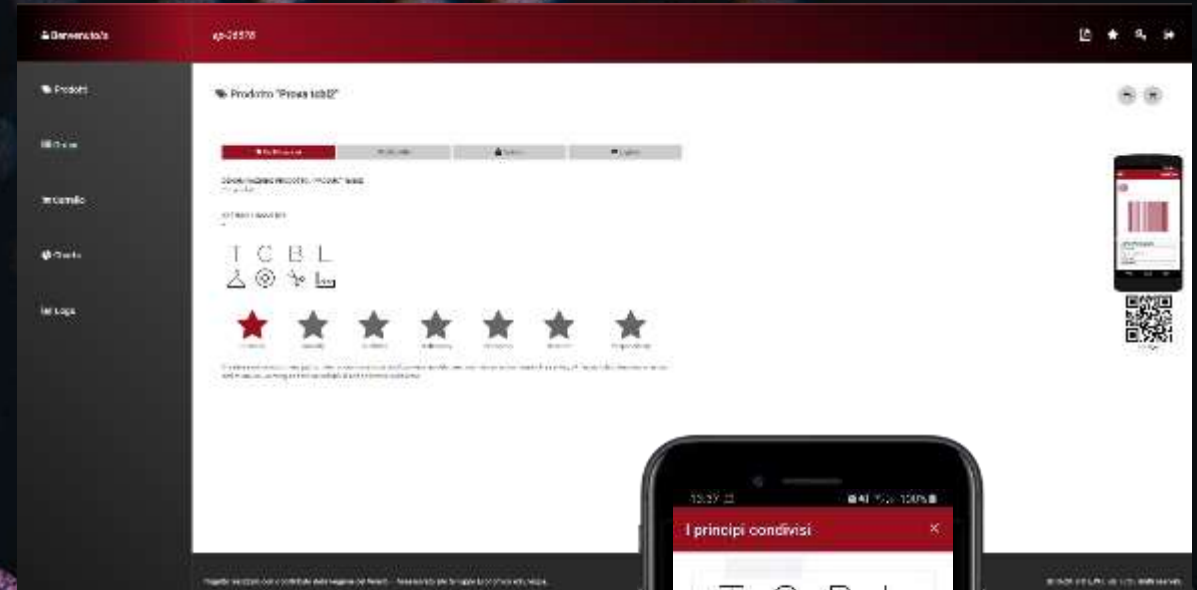
- The manufacturer certifies its product/brand
- It gains access to the labelCert™ software platform
- The product is certified and can be marketed through the App

What happens

- Manufacturer presents the product using the management UI
- Customer sees the product through the smartphone application



- The very first integration with TCBL network was completed during May 2019 and more integration initiatives might be pursued
- It will broaden the range of the possibilities offered by labelCert™ and might attract more participants thanks to TCBL principles
- The platform already involves dozens of active companies
- The TCBL principles might be very appealing to the “Made-in” manufacturers



THANK YOU!



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