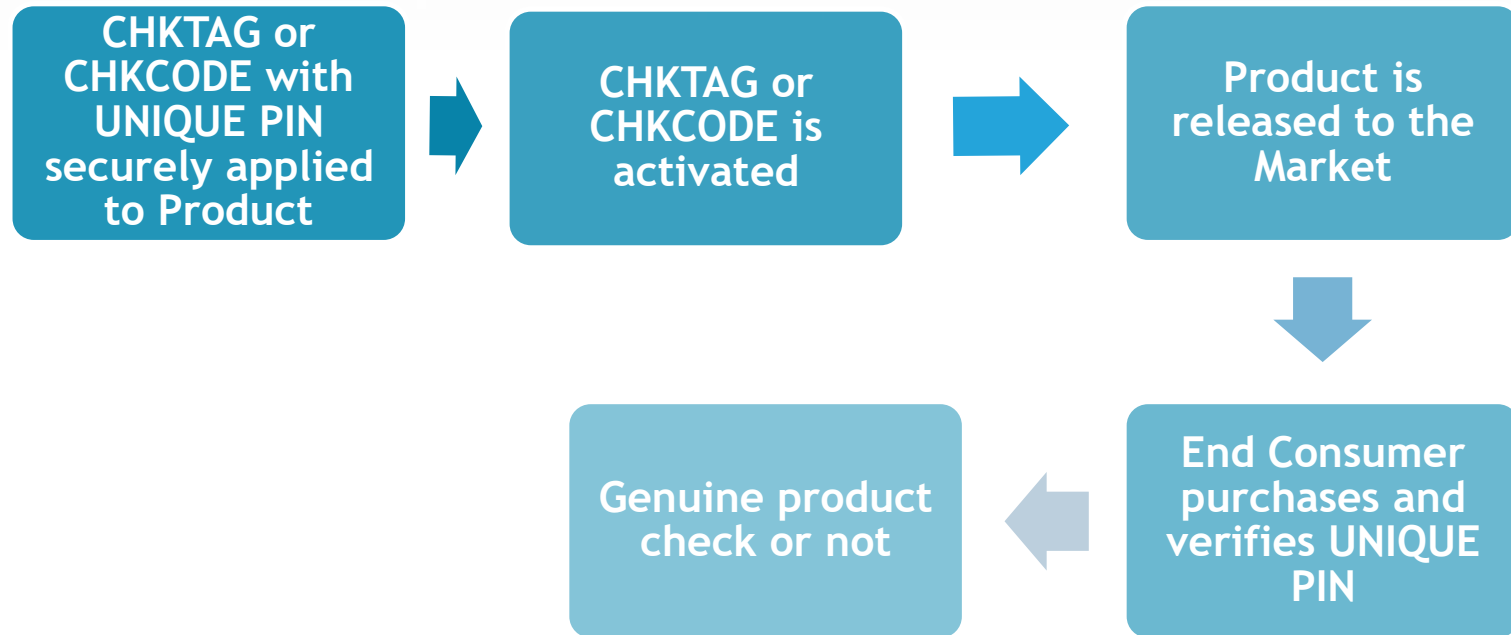


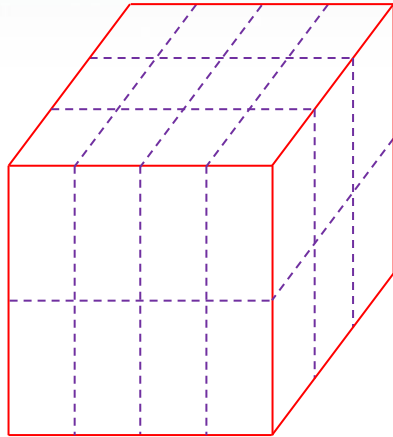
Solutions Overview



How do we protect brands and consumers?

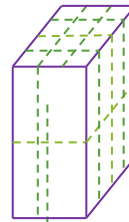


How do we track and trace products in the supply chain?



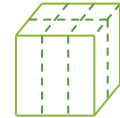
Manufacturers scan or input pallets online on ORDER CONFIRMATION

SHIPPED



Distributors scan or input pallets or boxes online that have been SHIPPED

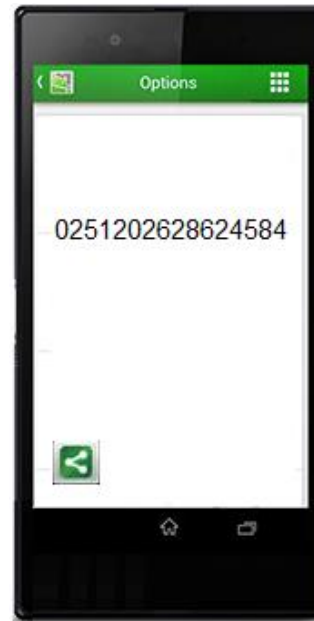
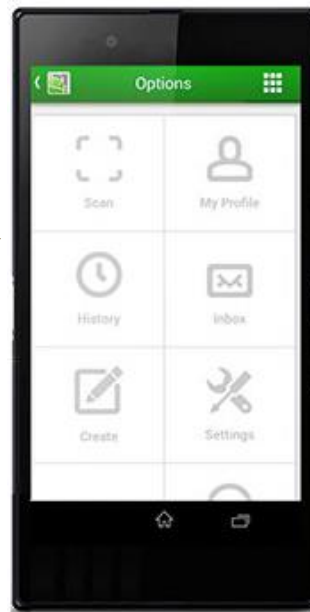
DELIVERED



Retailers scan or input pallets or boxes that have been DELIVERED online

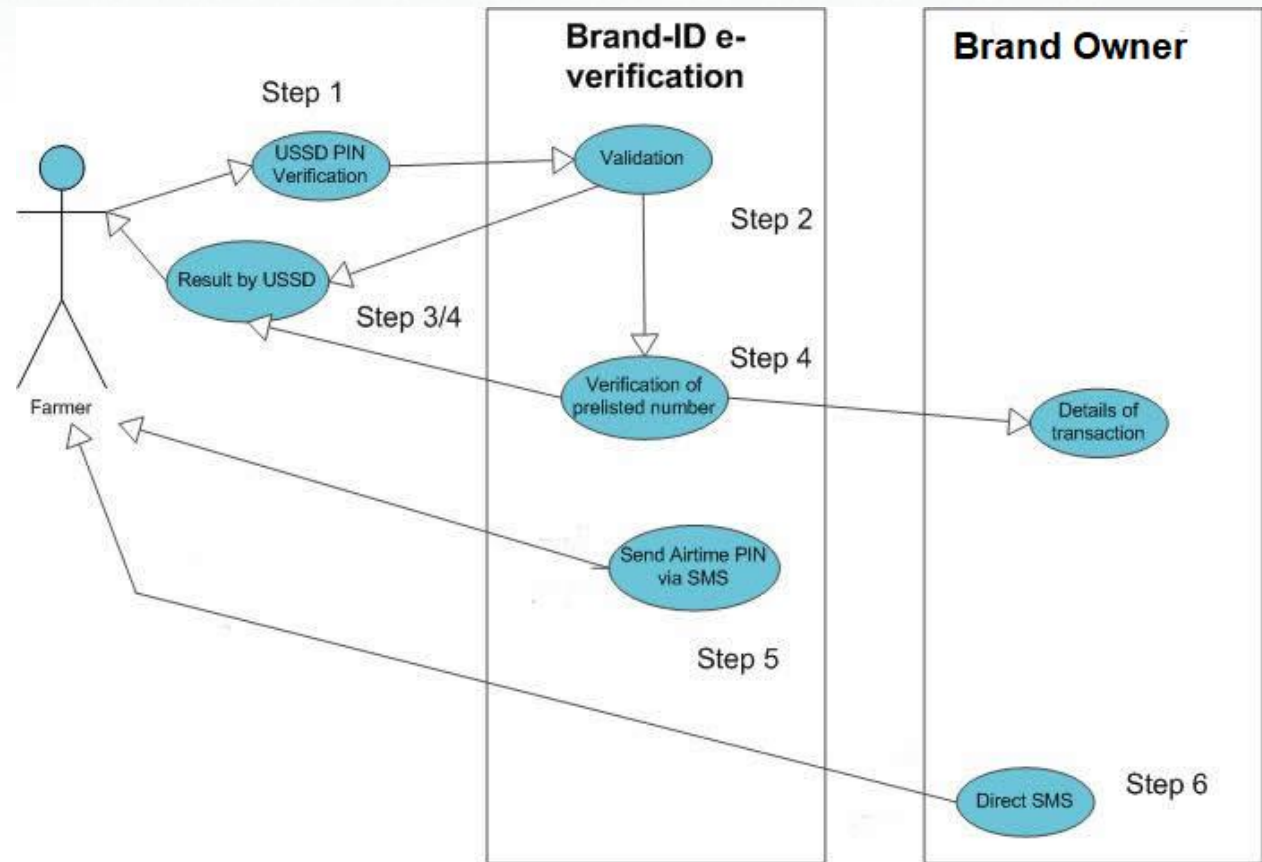
How do we protect government revenue?

- Customs officials, inspectors and/or consumers equipped with Mobiles send the unique code on the product by SMS, web via GSM or Satellite *Or:*
- Scan the Data Matrix 2D code using a mobile phone's camera & SARS App
 - Address of verification webpage is included in 2D barcode
- Results in instant verification with critical data for our analytics platform.

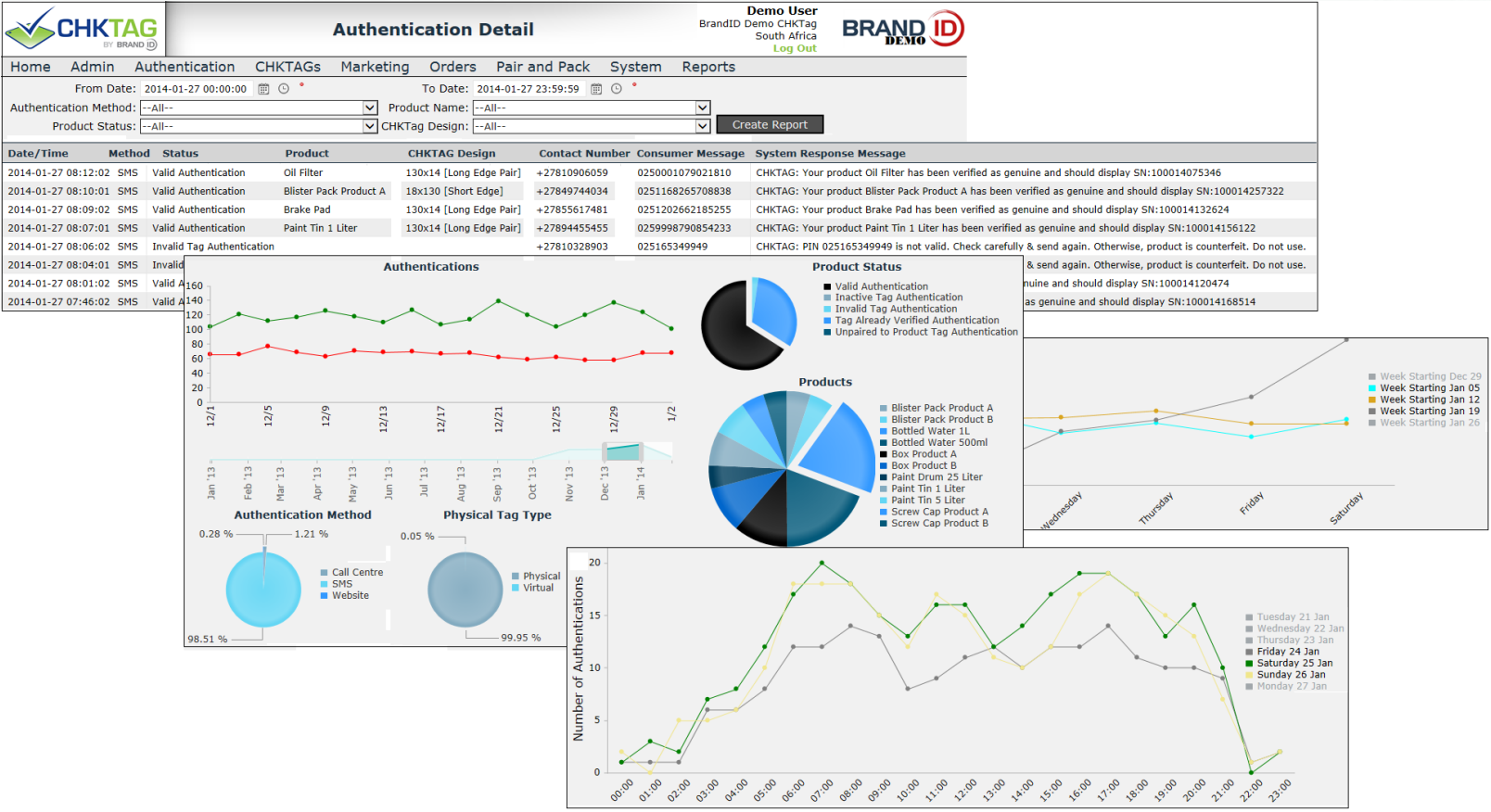


How do we help engage with consumers and beneficiaries?

- Through automated competitions and loyalty programs
- Through warranty automation activation
- Through cashless transfers. Cashless transactions minimize risks of fraud as no actual finances are transferred – only transferrable value of food, farm inputs, etc.



You cannot improve consumer engagement if you don't know how to measure it.



We analyze authentication details & sales trends are independently indicated in real time, by product, through the day, week, month....

All information is treated with utmost confidentiality in accordance with the Data Privacy Laws (Kenya's Data Protection Act, 2019; GDPR)



Enabling a circular economy

- We know how to Extended Producer Responsibility (EPR) in the form of a takeback, or recycling program through a pull at the end of life.
- Brand owners have a greater say in how product take-back and recycling scheme will operate.
- By enabling EPR, our focus is on establishing effective programs to collect valuable materials so that they can be reused, and reused profitably, resulting in social, economic, and environmental benefits; in-line with Sustainable Development Goal 12 and 13



Get in touch

Let us discuss a solution.

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South Africa: +27 82 493 4216

Also, learn more on these links :

<https://www.youtube.com/channel/UCuYPdd6vOnq-CPN6RZTaURg>

<https://twitter.com/BrandIDAfrica1>

<https://www.brandid.eu>

