

WHAT IS A DIGIMARC BARCODE?

DIGIMARC | 

BY

reproflex 

DIGIMARC BARCODE

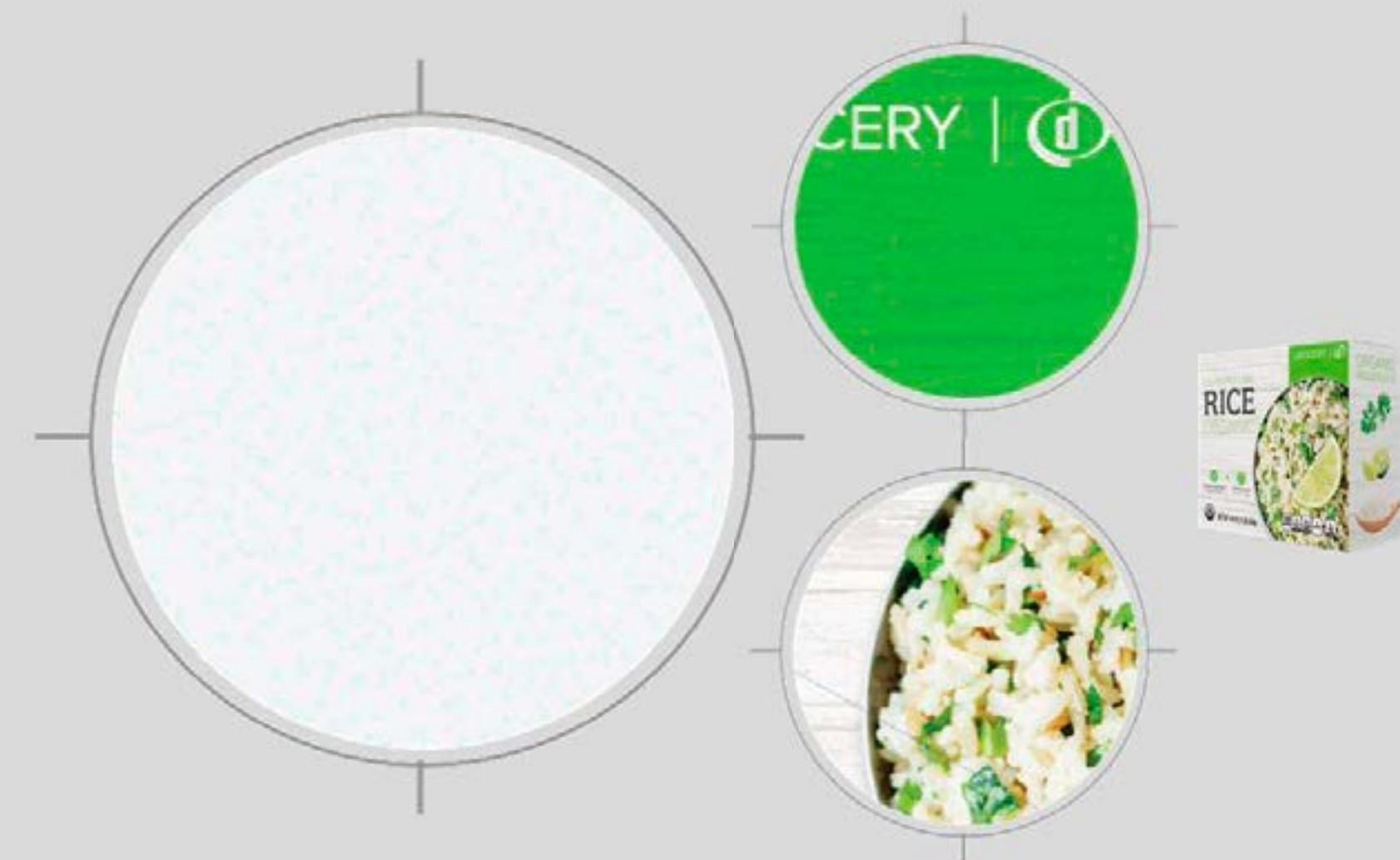
- is a product code (barcode) is a machine-readable code as a 1D pattern of parallel lines of varying widths.

Digimarc Barcode contains the exact same UPC information – and more – but as a machine readable repeating signal, using the existing artwork elements. In essence, the artwork 'is' the product code. There are no special printing techniques or special inks required.



GTIN = 00856107006854

=



Also contains GTIN = 00856107006854

DIGIMARC BARCODE FOR PACKAGING

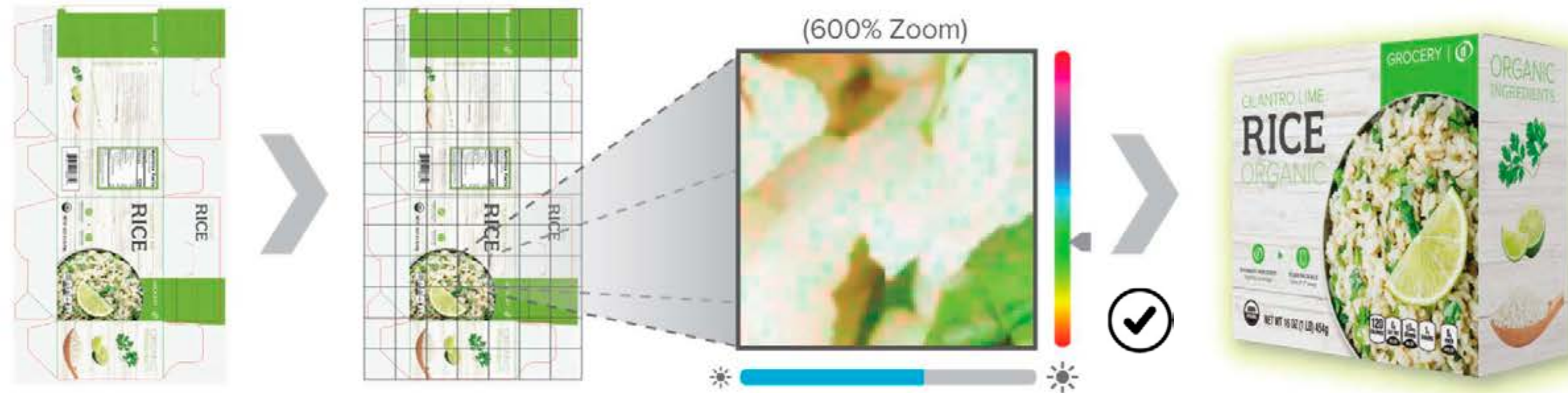


LOOKS LIKE THIS



PERFORMS LIKE THIS

ENHANCEMENT PROCESS



Provide File

Deliver press-ready file from printer or pre-media (adjusted for press curves)

Evaluate Design

Digimarc or Enhancement Partner will evaluate and analyze the design

Enhance Elements

Minor adjustments to color and brightness of dots within design elements

Code Verification

Quality checks throughout pre-media and production workflow

Connected Package

Pack is printed normally with no specialty inks or substrates

BRAND PROTECTION

Production Authentication / Anti-Counterfeiting

- Enhance selected graphic elements within artwork.
- Adjust placement to stay ahead of counterfeiters.
- Create multiple versions different Digimarc Barcodes.
- Anti-counterfeiting teams are educated on where to scan. Use Smartphones instead of proprietary scanning systems
- Geolocation enabled within app allows packages and distribution to be authenticated without sending back to lab for inspection

Opportunity: multiple versions, multiple enhancements.



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DIGIMARC BARCODE

– giving Plastics a ‘Discoverable Identity’

Digimarc Barcode is integrated into mold through “micro-topological variations”

- Adds texture or subtle dots, but no human-recognizable structure.

Can also be added to shrink sleeves and labels to improve scan rates and provide more detailed information to Materials Recovery Facilities (MRF) and upstream

- Additional enhancements support front-of-store efficiency, supply chain, demand cycle, and end user applications.

Virtually unlimited codes that address major challenges

- Virtually unlimited codes that address major challenges.
- Identifies manufacturer and SKU (for modulation of EPR fees).
- Distinguishes between food vs non-food packaging.
- Identifies multi-layer flexible packaging and components of layers, carbonblack, opaque, difficult-to-recycle objects.
- Allows for new material introductions.

Compatible with Circular Economy – no environmental impact or additives; uses ‘what is already there’ in form of plastic substrate.



Looks like this



Performs like this

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BRAND PROTECTION

Brands / Retailers can update and change 'what' the consumer experiences in a matter of minutes with no programming or coding. The experiences can also be geo-located for greater relevancy.

NET WT 16 OZ (1 LB) 454g

GROCERY |

ORGANIC INGREDIENTS

CILANTRO LIME RICE ORGANIC

WELCOME TO OUR HOME. THINGS ARE HEALTHIER HERE.

OUR STORY

SPECIAL OFFERS

COMMUNITY

My Coupons (6)

5 Coupons

SAVE \$0.75
Cilantro Lime Rice
on any ONE (1) Cilantro Lime Rice product 16oz size

SAVE \$1
Pet Treats
on any ONE (1) Adult Formula Pet Treat pouch product 32oz size

SAVE \$1.50
Laundry Detergent
on any ONE (1) Laundry Detergent product 1.17 Gal size

My Coupons My Shopping List

PREV RECIPE NEXT RECIPE

WATCH

RECIPE COURTESY OF REE DRUMMOND

Garlic Cilantro Lime Rice

★★★★★ 86 Reviews

Level: Easy Total: 30 min
Yield: 8 servings Prep: 5 min

FEBRUARY 12

MARCH 6

APRIL 15

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DIGIMARC BARCODE

- Value across for both Retailers and Brands

Digimarc Barcode incorporates data from both the product code and 2D manufacturing code throughout the artwork to make the design easily identifiable to inspection systems, barcode scanners, and mobile devices.

Supply Chain & Manufacturing

Deliver more redundant and reliable DataMatrix data for enabled inspection systems.



Business Benefits:

Improved part matching & waste reduction.
Improved asset management.

Store Operations

Easily scan for UPC barcode information on enabled barcode scanners.



Business Benefits:

Improved cashier productivity & wellness.
Accurate and efficient retail inventory data capture.

Product Experience

Provide a dynamically updateable QR code replacement for enabled apps.



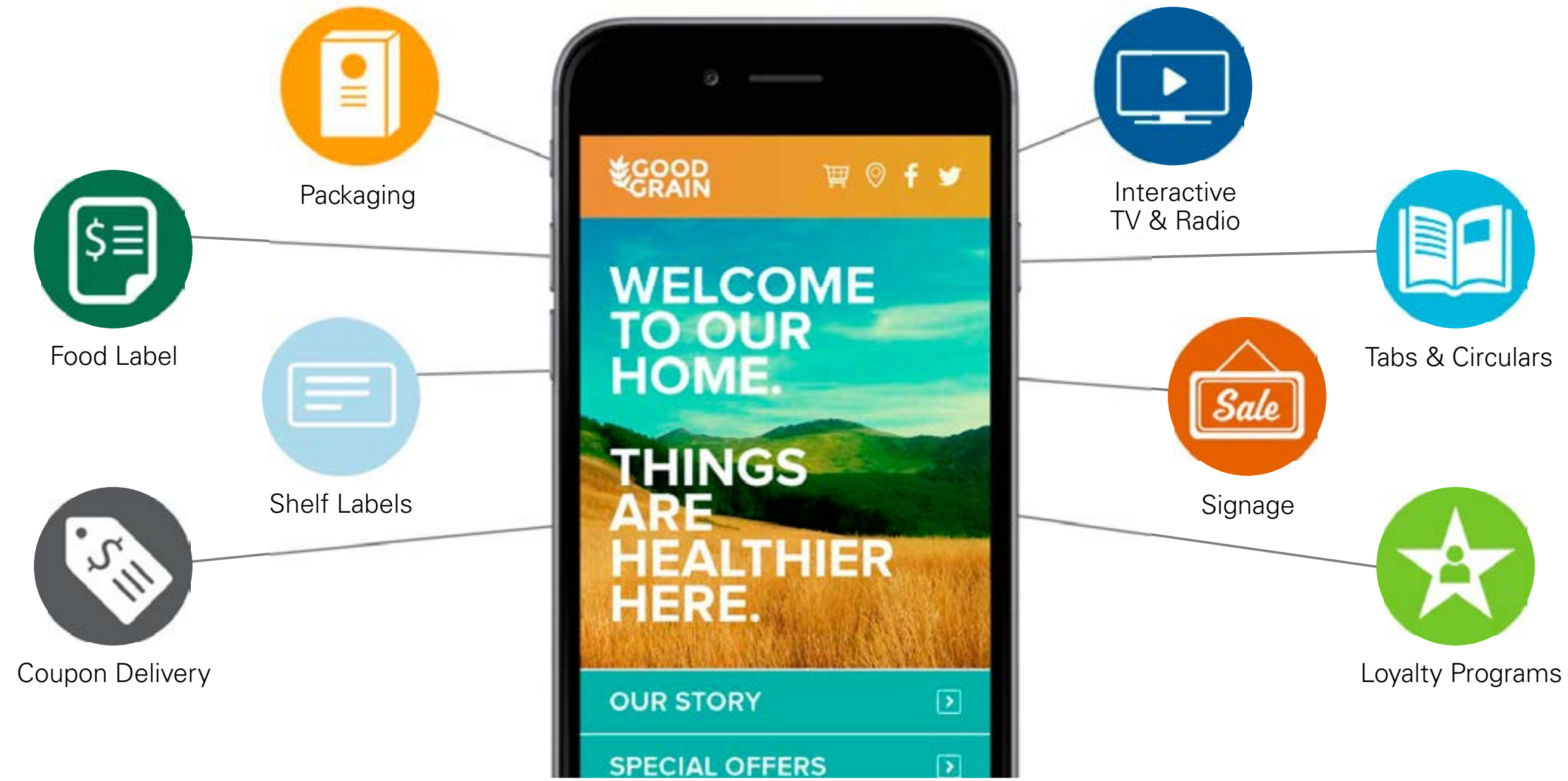
Business Benefits:

Product details, marketing campaigns (TV/Audio) & accessibility (hearing impaired, etc.)
Transparency initiatives like SmartLabel®.

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ENGAGE AT EVERY TOUCHPOINT



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CONTACT US

If you would like us to pay you a visit or provide advice on your next packaging assignment



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HOW IT WORKS

The Barcode of everything

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