REAL QR Solution

Protect your Brand & Build Consumer Trust

The smart consumer's trust in brands and products is built on complete and accurate information. How are you protecting the value of your brand and gaining consumer's trust?

Introducing **REAL QR** – a GS1 Standards based brand protection solution with patented printing technology that prevents copies.

- Health Supplements & Drugs
- Cosmetics & Beauty Care
- Food / FMCG
- Branded Goods

Benefits

To Brand Owners & Manufacturers

- ✅ Protect brand's reputation while elevating business image
- ✅ Increase consumer engagement
- ✅ Boost marketing with consumer data
- ✅ Channel management and track counterfeit attempts

To Customers

- ✅ Identify trustworthy brands and products
- ✅ Protect health and well-being
- ✅ Better shopping experience and peace of mind
- ✅ Strengthens trust towards brand and product

REAL QR vs Other Anti-counterfeit Solution

REAL QR Authentication Solution

- ✅ Patented anti-forgery print technology that prevents barcode from being copied
- ✅ Easy setup for the solution and deployment
- ✅ Easy to use - works with any mobile device that has camera scanning function

Other anti-counterfeit solution

- ❌ Barcode may be easily copied
- ❌ Complicated solution setup and deployment
- ❌ Difficult to use; consumer need to download specific mobile app to authenticate product

Key Features

Anti-Counterfeiting
Detect counterfeits instantly and gain consumer trust

Consumer Engagement
Enabling additional touchpoint for consumer engagement while providing trusted information

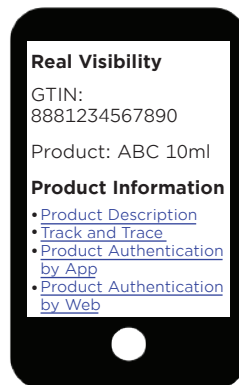**End-to-End Traceability**
Monitor and track products in real-time

Actionable Insights
Gain consumer insights that can be used to create future touch points

How it works

Scan to view →

Real Visibility
GTIN: 8881234567890

Product: ABC 10ml

Product Information
- Product Description
- Track and Trace
- Product Authentication by App
- Product Authentication by Web

→

- View information of product
- Track and trace information
- Authenticate using web or app