

[INTACT/AMCOR AND SELINKO]

TITLE	Amcor and Selinko deliver the first connected overcap for the wine and spirits industry	
COMPANY / ORGANIZATION	 	
KEYWORDS	NFC, counterfeiting, connected, authentication	
INDUSTRY AREA(S) AFFECTED	Point of purchase – Retail Counterfeit prevention Food and beverage	
ISSUE ADDRESSED	<p>Approximately 20% of wine sold worldwide is counterfeit, suggesting a growing need for anti-counterfeiting technology in this industry. Counterfeit products compromise the integrity of a brand's authentic products by substituting quality ingredients with inferior ones, affecting its taste, smell, and look. Health problems are also a concern as counterfeit products may be using ingredients that are toxic or unfit for human consumption.</p>	
SOLUTION	<p>Amcor and Selinko have partnered with French winery Domaine Rebourseau to launch InTact, the first connected overcap. Featuring the use of NFC technology, InTact was developed to protect wines and spirits against counterfeiting and fraudulent filling. By tapping the overcap with an NFC-enabled smartphone or a dedicated reader, distributors and consumers can authenticate the bottle and verify its status (opened/unopened).</p> <p>In addition to its anti-counterfeiting features, InTact's NFC capabilities also provide the option to use it as a marketing tool. Information such as the product's vintage, production, history, serving tips, and brand information is provided in the same way the product is verified for authenticity.</p> <p>InTact causes no disruption of product packaging, making it discreet while maintaining the winery's premium image. Implementation of the NFC tag is integrated directly on Domaine Rebourseau's bottling line, making adoption relatively seamless.</p> 	
EXPECTED BENEFITS	<p>Brand protection, consumer safety:</p> <p>InTact's discreet and accessible nature makes it very attractive to premium brands, who may not welcome the idea of visually intrusive anti-counterfeiting solutions. It is easy to use, requiring only an NFC-enabled smartphone, which are widely available. Additionally, it can be used as a consumer engagement tool to build brand loyalty. Brands also have the freedom to adapt InTact to their needs and budget – from no security, i.e. used only as a marketing tool, to bank-level security.</p>	
CASE LINK	<p>Amcor, <i>Amcor and Selinko launch InTact</i> https://www.amcor.com/about_us/media_centre/news/amcor-and-selinko-launch-intact/</p> <p>Packaging News, <i>Amcor's wine bottle overcap to detect counterfeits</i> http://www.packagingnews.com.au/news/amcor-s-wine-bottle-overcap-to-detect-counterfeits</p>	
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