

[CAPTAG/CAPTAG SOLUTIONS]

TITLE	CapTag Solutions's paper-thin security solution protects the beverage industry from counterfeiting
COMPANY / ORGANIZATION	
KEYWORDS	RFID, tracking, monitoring, anti-counterfeiting, security
INDUSTRY AREA(S) AFFECTED	Anti-counterfeiting Supply chain monitoring Point of purchase – Retail Beverage
ISSUE ADDRESSED	Counterfeit alcoholic products compromise the integrity of a brand by substituting quality ingredients with inferior ones, affecting its taste, smell, and look. Counterfeiters have also been known to use toxic ingredients or chemicals to produce the cheap fakes, as was seen in the Czech Republic in 2015 when 20 people died from consuming counterfeit vodka.
SOLUTION	<p>CapTag is a family of paper-thin identification and tracking solutions developed for wineries, bottlers, distributors, and retailers to enhance the efficiency of their supply chains and to prevent the counterfeiting of their products.</p> <p>Featuring UHF RFID and/or NFC capabilities, each CapTag label contains a pre-programmed unique fixed ID; a 96bit code area, programmable with an EPC identity; and 500bits of programmable data. Secure data relating to the bottle ID can be stored on web-accessed data bases for added security.</p> <p>CapTag labels are directly applied on or within bottles, and can be read from up to 30ft at high speed – even when those bottles are sealed inside cases or clustered on shelves.</p> <p>CapTag labels have the ability to automate the authentication of bottles along the supply chain, and allow for accurate stock counting when bottles are stocked on retail shelves or in storage. Alert notifications can be set for stock movement or when bottles are removed, adding extra security.</p> <div style="text-align: right;">  </div>
EXPECTED BENEFITS	Counterfeit-prevention, supply-chain streamlining, and consumer engagement: CapTag is a multi-purpose solution that addresses counterfeiting and supply chain efficiency. It's automation of several supply chain activities, such as product authentication, number of items dispatched/received, etc. are expected to reduce labour costs while improving stock accuracy. Alerts of stock movement and long-range authentication (without the need for direct access to the bottles) provide added security against theft. Additionally, CapTag labels can be programmed by the user to act as a consumer-engagement tool, delivering bonus digital media, promotions, giveaways, etc.
CASE LINK	<p>CapTag Solutions, <i>CapTag Technology explained</i> https://captag.solutions/captag-technology</p> <p>PackagingNews, <i>R-Pac launches foil-CapTag labels for spirit bottles</i> http://www.packagingnews.co.uk/news/materials/labelling/r-pac-launches-foil-captag-labels-spirit-bottles-12-05-2015</p>

**CONTACT
INFORMATION**

CapTag Solutions
Ringmore Road, Walton-on-Thames
KT12 3DQ
United Kingdom
Phone: +44 2033 848 533
Email: info@captag.solutions