[CROWNSECURE/CROWN HOLDINGS INC.]

TITLE	Crown Holdings Inc. develops an authentication and customer engagement system for canned products
COMPANY / ORGANIZATION	CROWN *Brand-Building Packaging™*
KEYWORDS	QR code, authentication, customer engagement, counterfeit prevention
INDUSTRY AREA(S) AFFECTED	**Point of Purchase – Retail** **Supply Chain Monitoring** **Canned Products**
ISSUE ADDRESSED	With the continued growth of the counterfeit market, businesses must also continue to support the development of advanced security solutions in response. Additionally, the changing demands of consumers and the rise of connected technology require businesses to adapt accordingly. The creation of multi-function tools that combine these necessities may be crucial in the success of some companies over others.
SOLUTION	CrownSecure, developed by Crown Holdings Inc., is a code scanning system for cans that assigns every individual product a unique and singular identity QR code. These codes can be laser etched or applied with an inkjet system – a step integrated directly into the manufacturing process without requiring additional specialized equipment. During the manufacturing and distribution process, product information is stored in a central Cloud Datamatrix database and can be accessed by brands, retailers, or consumers at any time by scanning the associated code found on the packaging. The product information stored includes origination, expiration dates, path of travel, etc. Brands have the ability to update the product's status, building a data trail, while consumers can validate the product's authenticity via their smart phones or a web application. Additionally, CrownSecure also offers enhanced consumer engagement as its QR technology allows it to deliver promotional offers such as coupons, giveaways, digital media, etc.
EXPECTED BENEFITS	**Counterfeit prevention, consumer engagement:** The CrownSecure system provides an all-in-one solution for brands, offering security against counterfeiting and providing brands with additional opportunities for consumer engagement. It is easy for brands to adopt, as its application process can be integrated into a product's existing manufacturing process and does not require specialized equipment. Consumers can also easily take advantage of its simple authentication feature to verify that their purchases are genuine.
CASE LINK	AIPIA, *New Can Code Offers Security and Marketing Opportunities* http://www.aipia.info/news-New-Can-Code-Offers-Security-and-Marketing-Opportunities-660.php Packaging Strategies, *Crown's new technology gives packages a unique identity* http://www.packagingstrategies.com/articles/89190-crowns-new-technology-gives-packages-a-unique-identity
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