

ENABLING 'TRUST'

as it Applies to Products Today

A white paper by Qliktag Software Inc.



QLIKTAG

WHY DO YOU NEED A SMART PRODUCTS PLATFORM SUCH AS THE QLIKTAG PLATFORM ?

It all boils down to Trust. Specifically Trust as it relates your products.

So why is Trust important ? Because consumers are demanding it, regulators are demanding it and your partners are demanding it. And if you don't deliver then quite simply, you will not succeed as a business in the 21st century.

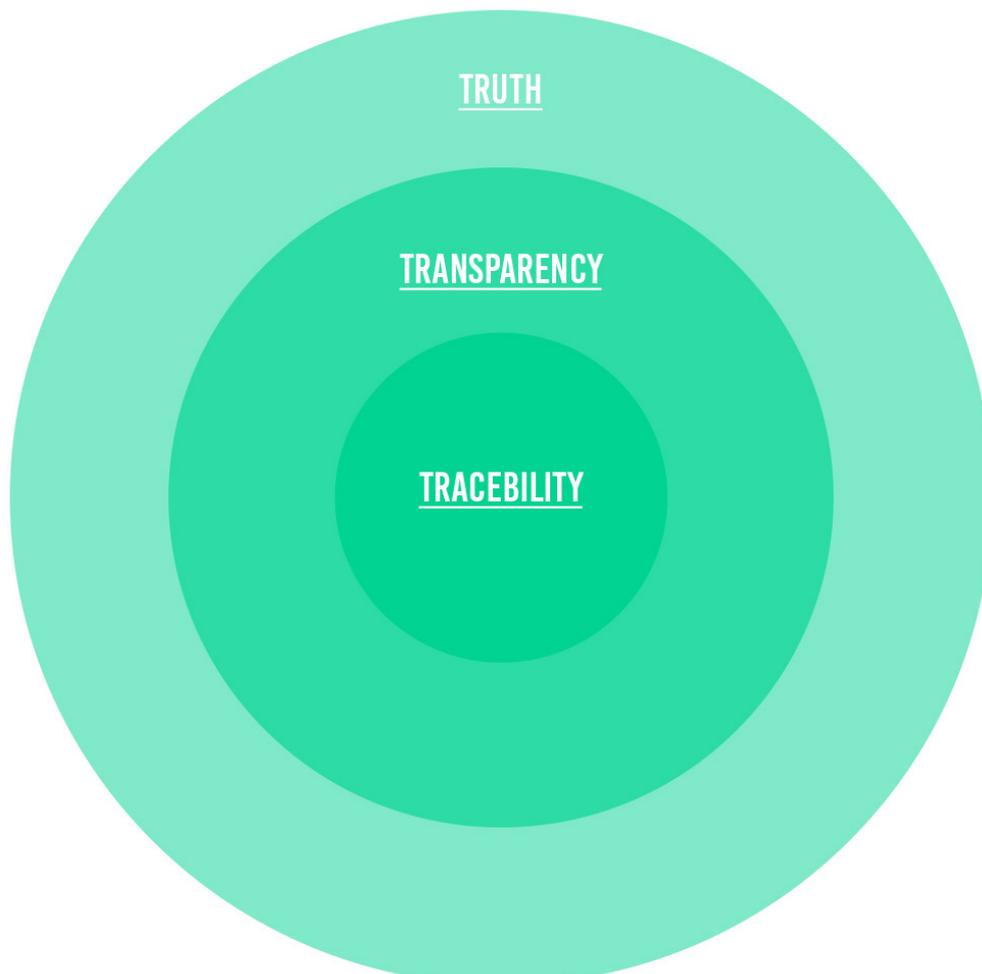
And how are they demanding this ? The demands are coming in the form of industry initiatives, regulations, and most importantly by consumers switching to alternate products that they can Trust.

SO, WHAT DOES TRUST REALLY MEAN AND HOW DO YOU BUILD THE TRUST ?

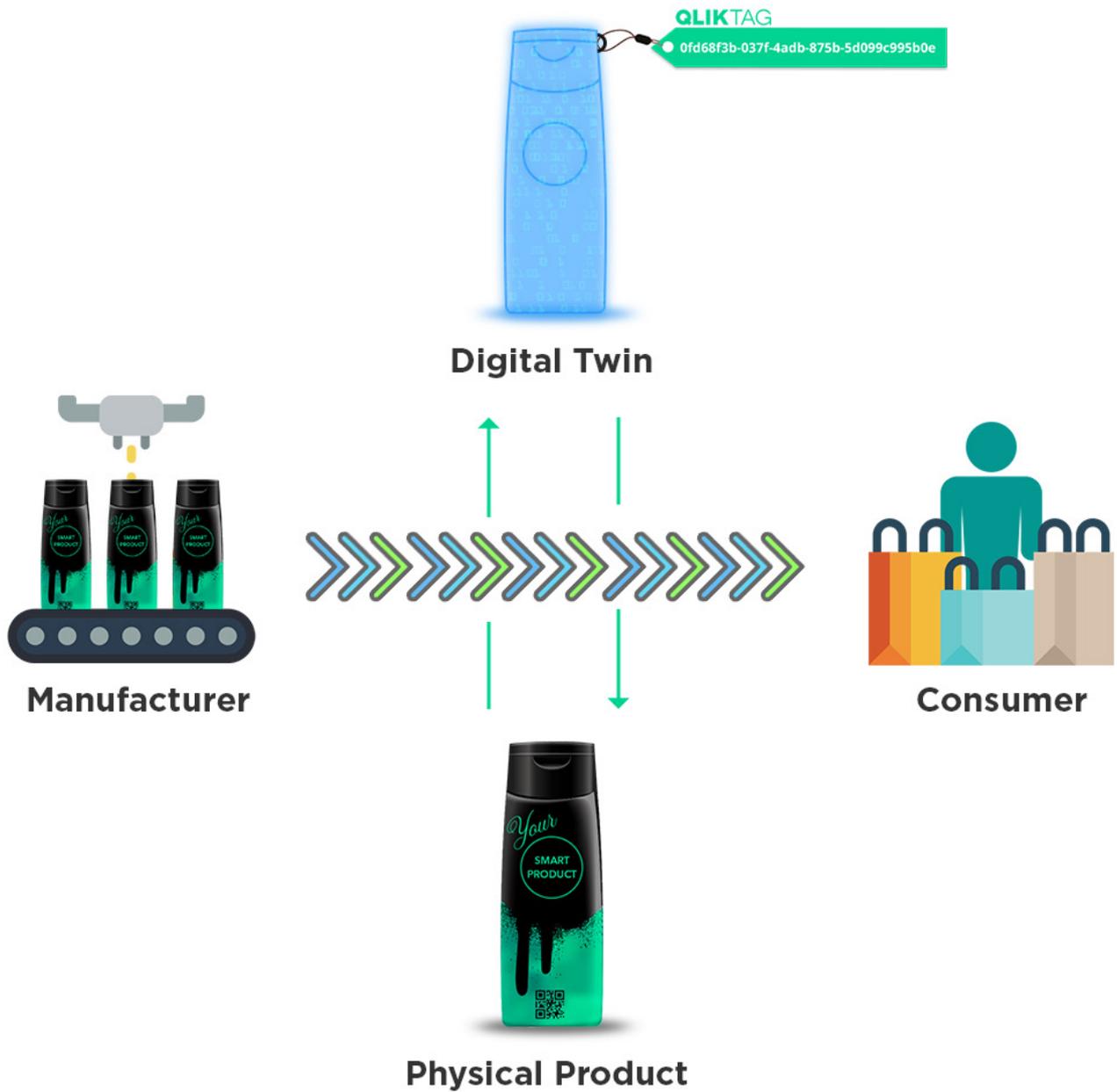
Trust really means you tell your customers exactly what they should expect from the product and ensure that is the case.

The three circles of Trust.

- 1) Truth. This is the very basis. Always ensure the truth is being told. Whether the information appears on the package, advertisement or in a digital format, it should be accurate and consistent across all channels and sourced from a single place within the organization.
- 2) Transparency. Once you have a means for telling the Truth, the next step is to provide as much information about the product that is possible within your means. That involves aggregating and making available not only product level information but information at a batch or serial number level. Wouldn't it be nice to know the expiration date of a box of milk you purchased online ?
- 3) Traceability. Once you have made all the information available within your means, then the next step in Trust is involving your supply chain partners and customers to gather information on the journey taken by your product at a batch or serial number level. This involves not only locations that the product traverses but measurements such as temperature that product experiences that may be of interest as well as consumer feedback. .



Once you have achieved this as a normal course of business, you can easily deliver on the demands for Trust by customers, regulators and partners.



Here are some industry initiatives and regulations demanding Trust that can be easily satisfied using a Smart Product platform.

REGULATIONS

Tobacco Products Directive (2014/40/EU)

A Smart Products platform is an ideal platform for complying with the EU Tobacco Products Directive. The Platform may be used by any cigarette or Tobacco products manufacturer, importer or economic operator to maintain an internal record of all Tobacco products and serialized instances of the tobacco product to facilitate the necessary transfer of information to member states for track and trace purposes such as:

1. The manufacturing facility
2. the machine used to manufacture the tobacco products
3. the production shift or time of manufacture
4. the product description
5. the intended market of retail trade
6. the intended shipment route
7. where applicable the importer into the EU, the actual shipment
8. the identity of all purchasers from manufacturing to the first retail outlet, and
9. the invoice, order number and payment records of all purchasers from manufacturing to the first retail outlet.

In addition, product information can be also maintained in the Qliktag Platform and sent the member states each time a new product is introduced or an existing product is modified.

Qliktag provides an out-of-box data model that can be loaded that supports the Tobacco Products Directive. In addition, a set of prebuilt Custom Interactions that support the EPICS standards as modified for the Tobacco Products Directive may also be loaded along with the out-of-box data model.



National Bioengineered Food Disclosure Standard

The US National Bioengineered Food Disclosure Standard requires all food manufacturers to disclose to consumers by December 31st, 2020, whether a product contains any bio-engineered ingredients.

The Grocery Manufacturers Association (GMA), who has developed the SmartLabel™, an electronic label that allows brands to provide additional information beyond the printed label is encouraging food manufacturers to use the SmartLabel™ as a vehicle for disclosing whether a product contains bioengineered ingredients.

Qliktag has been involved with the SmartLabel™ since the GMA first launched the initiative and provides an out-of-the-box data model and visual controls to enable quick and cost-effective implementation of the SmartLabel™.



Drug Supply Chain Security Act

A key part of the Drug Supply Security Act is the provision of a Verification Service by each manufacturer or distributor that enables 3rd parties to verify the drugs in the supply chain.

The Qliktag Platform is well suited to building both a Verification Service Router or Responder portions of the Verification Service.

Qliktag provides an out-of-the-box data model and a set of Custom Interactions that adhere to the Verification Service protocol to simplify the development and provision of a Verification Routing Service or Responder.



California Cleaning Products Right to Know Act

The California Cleaning Products Right to Know Act requires all cleaning product manufacturers and distributors doing business in California to disclose to consumers by January 1st, 2020 all ingredients on their website.

The Grocery Manufacturers Association (GMA), who has developed the SmartLabel™, an electronic label that allows brands to provide additional information beyond the printed label is encouraging cleaning products manufacturers to use the SmartLabel™ and linking it to their main website as a vehicle for complying with the California Cleaning Products Right to Know Act.

Qliktag has been involved with the SmartLabel™ since the GMA first launched the initiative and provides an out-of-the-box data model and visual controls to enable quick and cost-effective implementation of the SmartLabel™ to support the California Cleaning Products Right to Know Act.



NY Household Cleansing Product Information Disclosure Program

The NY Household Cleansing Product Information Disclosure Program requires all cleaning product manufacturers and distributors doing business in the state of New York to disclose to consumers by October 1st, 2019 all ingredients on their website.

The Grocery Manufacturers Association (GMA), who has developed the SmartLabel™, an electronic label that allows brands to provide additional information beyond the printed label is encouraging cleaning products manufacturers to use the SmartLabel™ and linking it to their main website as a vehicle for complying with the NY Household Cleansing Product Information Disclosure Program.

Qliktag has been involved with the SmartLabel™ since the GMA first launched the initiative and provides an out-of-the-box data model and visual controls to enable quick and cost-effective implementation of the SmartLabel™ to support the NY Household Cleansing Product Information Disclosure Program.



INDUSTRY INITIATIVES

E-leaflet

This is an initiative started by the clinical trials industry to provide more accurate information to clinical trial patients. The information delivered to patients can be in multiple languages and in an audio visual format for better understanding of the administration of the drug.



GS1 Digital Link Standard

This is an initiative by GS1 to formalize a means for getting any kind of product information in a digital format over the internet. A well-structured Smart Products platform can easily deliver Digital Links and prepare your organization for when it becomes a standard way of delivering Trust.

GMA SmartLabel

This started off as a response to regulations but has evolved into an industry initiative for any CPG company to deliver more transparency to consumers through an electronic label.

