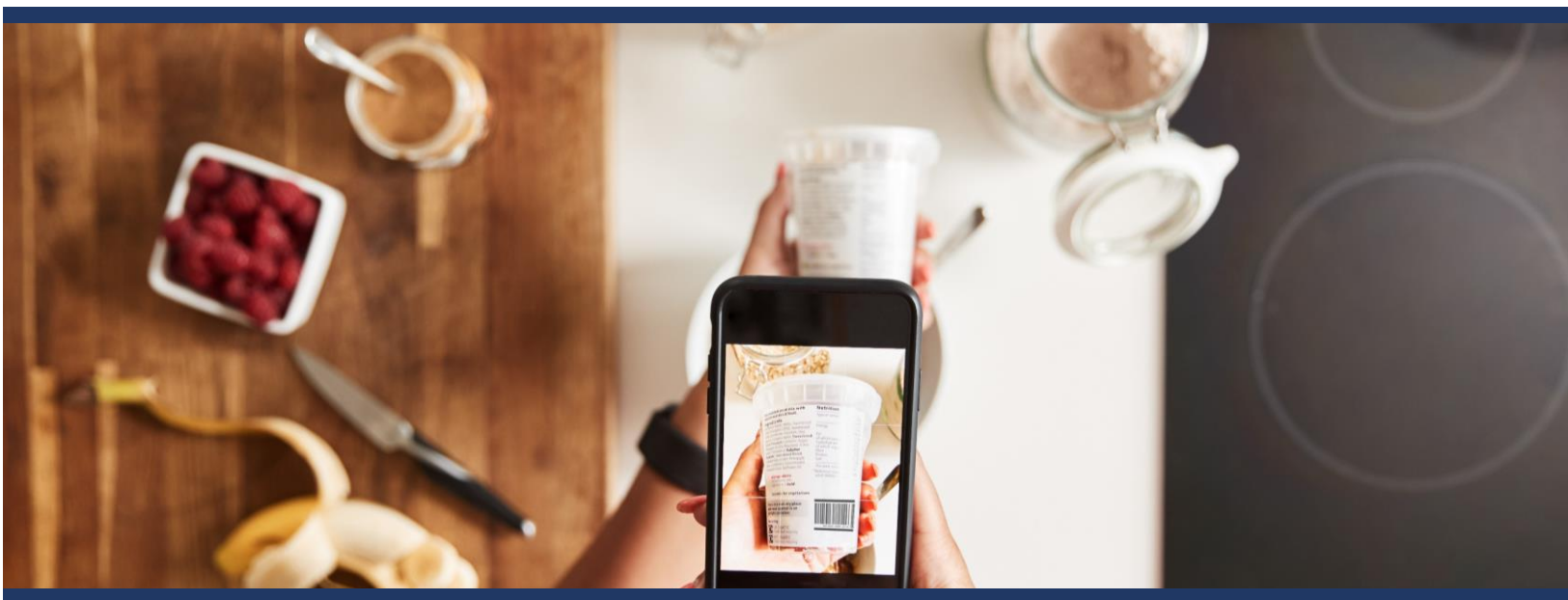


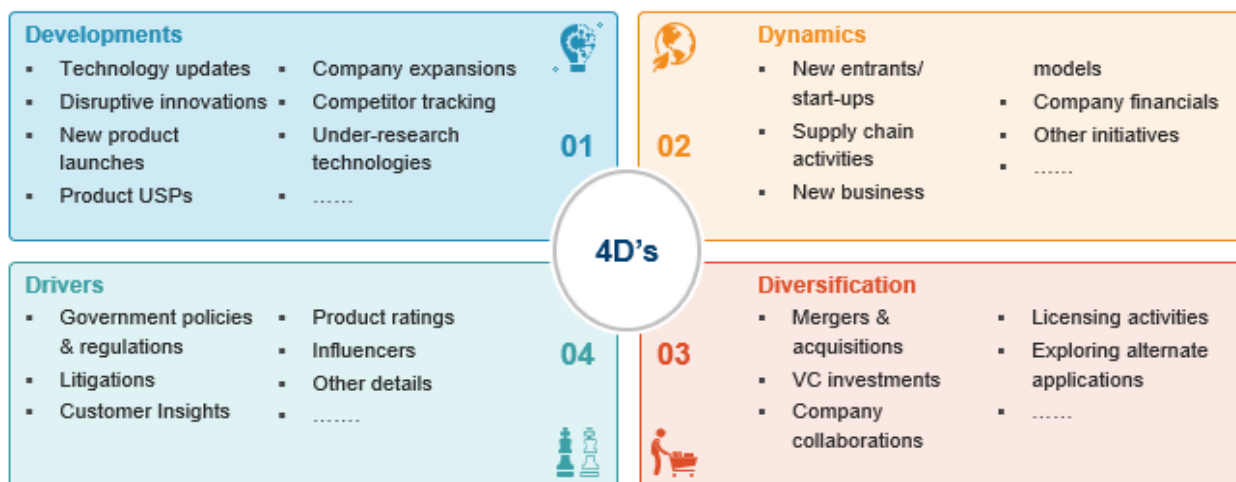
INTELLOTRACKER

Connected Packaging

April 2023



ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





DEVELOPMENTS

New Product Launch		Recently, Sealed Air launched "Prismiq," a new digital packaging portfolio. With an emphasis on the food supply chain, it comprises design services, digital printing, and connected packaging solutions. <i>Source: Packaging News</i>
Product USPs		Unilever has added the accessible QR code "Zapvision" to Persil laundry detergent products available across the UK. These enhanced QR codes were created especially for blind or partially sighted people. <i>Source: Packaging Europe</i>
Product USPs		Hellmann's, a brand owned by Unilever, is testing a smart jar with a label composed of temperature-sensitive ink that activates below 5°C. The label changes according to temperature and reveals a hidden design. <i>Source: Packaging Gateway</i>
Technology/Innovations		IIT Roorkee researchers have created a structure colour-based sensor by creating structural colour from agro-waste sugarcane bagasse. It is a nanocellulose-based structural colour stimulus-responsive sensor that has applications in intelligent packaging. <i>Source: India Today</i>
Technology/Innovations		During Pamex 2023, Vinsak showcased its USAR (universal slitter and rewinder) label finishing machine. This machine can do visible and invisible QR codes for connected packaging and on labels. <i>Source: The Packman</i>
Technology/Innovations		Toppan and its subsidiary Toppan Europe GmbH participated in Paris Packaging Week 2023. This exhibit featured a new, eco-friendly paper-based NFC tag that employs paper material as the substrate for the antenna rather than PET film or other plastic materials. <i>Source: Company News</i>
Technology/Innovations		This year's LogiMAT (International Trade Show for Intralogistics Solutions and Process Management), happening between 25-27 April in Stuttgart, will focus on product digitalisation and smart packaging solutions at Securikett. <i>Source: Paper, Film & Foil Converter (PFFC)</i>
Technology/Innovations		At Interpack 2023, Markem-Imaje, a manufacturer of marking and coding systems, will highlight smart codes, packaging intelligence, and connected products. <i>Source: Packaging News</i>
Technology/Innovations		Researchers from Chinese universities published a study focusing on the usage of AR technology for packaging takeaway food. To examine how technology favourably affects food delivery marketing, customer surveys and the technology incentive model were used. <i>Source: MDPI</i>
Technology/Innovations		Researchers from UPN "Veteran" Yogyakarta have explored new packaging-related technologies in the food industry in a review study. Additionally, it discusses the developments and applications of Smart Packaging and Active Packaging. <i>Source: Springer</i>
Technology/Innovations		A patent from Henan University of Animal Husbandry & Economy describes an intelligent packaging label for monitoring changes in the quality of chilled fresh meat as it gets colder. <i>Source: Patent</i>
Technology/Innovations		RFID security labels for packaging, containers, bags, and envelopes, among other things, are described in a patent from Avery Dennison Retail Information Services LLC. <i>Source: Patent</i>
Others		Digiphy, a contextual marketing business, develops interactive packaging experiences that collect valuable consumer data and insights to boost sales, foster trust, and foster loyalty. <i>Source: Martech Cube</i>






DYNAMICS

Marketing Campaign		As part of its regional marketing, Coca-Cola has included AR in its CNY packaging. It features a short animated film supported by interactive AI-powered smartphone activation, and limited-edition packaging with interactive augmented reality (AR) components. <i>Source: Marketing Interactive</i>
Marketing Campaign		The launch of Coca-Cola Move includes new packaging, a song from Rosalia, an interactive QR code, and a metaverse-inspired customer experience. <i>Source: Path to Purchase Institute (P2PI)</i>
Marketing Campaign		FANTA unveiled its #WhatTheFanta campaign with the a new purple drink variant. To figure out the flavour of the purple drink, consumers will use on-pack QR codes to unlock interactive online clues concealed inside episodes of The Fabulous Flavour Hunt. <i>Source: Packaging Scotland</i>






DIVERSIFICATION

VC Investment		As part of its Lift-Off initiative, Amcor intends to invest \$250K in Circulation, a recyclable food packaging startup. A complete circular solution, comprising smart reusable packaging, reverse logistics, data analytics, and impact monitoring, is offered by this startup. <i>Source: Recycling Today</i>
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Company Collaboration		A strategic alliance between Identiv and Tapwow has been announced. A number of sophisticated IoT solutions for smart packaging, including consumer engagement, authentication, product diversion, and traceability, are included in this strategic cooperation. <i>Source: Packaging Europe</i>
Company Collaboration		AMB and Skipso have introduced "AMB D2BD," a new worldwide innovation programme. The programme aims to collaborate with startups in creating cutting-edge solutions for sustainable packaging, smart packaging, and increased shelf-life quality. <i>Source: Sustainable Packaging News</i>
Company Collaboration		To provide NFC inlays for luxury goods, healthcare, pharmaceutical, medical devices, consumer packaged goods etc. and smart packaging applications for various industries, Identiv recently announced an expansion of its partnership with STMicroelectronics. <i>Source: Packaging Europe</i>

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

 IP Strategy	 Technology Intelligence	 Growth & Strategy
How best can we proactively manage and monetise our technical knowhow / intellectual property?	How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?	Which technologies do we invest in? How do we ensure quick wins? Speed to market?
<ul style="list-style-type: none"> IP Portfolio Analysis IP Monetisation IP Valuation Prior Art Searches 	<ul style="list-style-type: none"> Competitor Benchmarking Tech / IP Landscapes Technology Watch Market Analysis / Trends 	<ul style="list-style-type: none"> R&D Strategy Roadmaps Technology Scouting Open Innovation Product Development



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& ANALYTICS



VALUATION
& FINANCIAL
ADVISORY



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& ADVISORY



PROCUREMENT &
SUPPLY CHAIN
INTELLIGENCE

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