

Anti-Tamper



Online retail has opened up a whole new world of shopping possibilities for consumers. However, with easy access to a global assortment, online shopping has opened up an increased risk of frauds and counterfeits.

The challenge: Risk is growing across the whole supply chain

Consumers are increasingly exposed to the risk of buying counterfeit goods online. Two common problems are when a product is fake to start with, or when somewhere along the supply chain a package is opened and its contents replaced with a counterfeit substitute. This is a particular challenge in emerging markets where an abundance of new online retailers may not have trusted supply chains in place.

Shrinkage along the supply chain is a headache for online retailers – and the problem is hard to root out because it is very difficult to prove where it occurs. Substituting counterfeit products or removing contents from packages altogether may happen at any point in the supply chain. Trust is a key asset for online retail and it is in the interest of brand owners and retailers alike to ensure consumers do not have

to worry about fraud or counterfeits. Those who provide a fool-proof solution first will find the biggest reductions in lost value and the highest gains in customer satisfaction.

Our intelligent solutions reduce risk of counterfits and build trust with the consumer

INCREASED SALES

- » Higher trust and consumer ratings
- » Returning satisfied customers

REDUCED OPERATIONAL COSTS

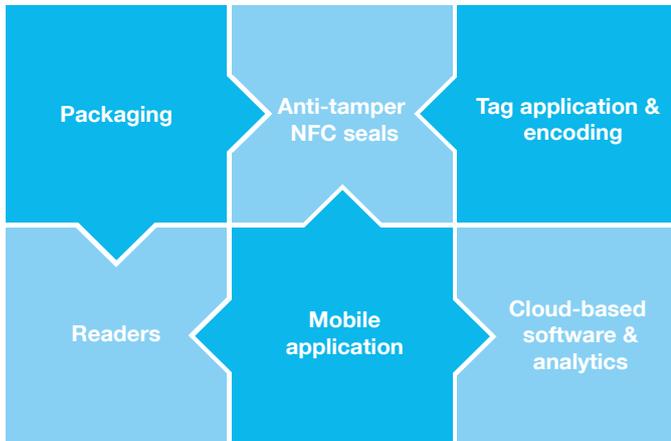
- » Reduced shrinkage
- » Fewer returns
- » Fewer complaints

BETTER VISIBILITY AND TRANSPARENCY

- » Access to supply chain data
- » Faster correction of failing processes



The Anti-Tamper solution from Stora Enso



The Stora Enso Anti-Tamper solution is a digital anti-tampering seal connected to a global database. It is integrated into retail packages and communicates along the supply chain to verify that the package and its contents are intact and tamper-free.

Retailers can follow the status of a package at defined read-points throughout the supply chain - such as the moment an item is packaged, leaves the distribution center, is transferred to third-party logistics providers, or is delivered to the consumer. At each handover point, packages are read easily using smartphones or industrial readers. A digital stamp records the time, location, reading device and package status, and stores this data in the cloud. The system alerts immediately if a tampered package is discovered, helping to pinpoint the link in the supply chain that has failed.

Consumers can likewise verify that their package is indeed untampered, building trust towards the retailer and raising customer satisfaction.

The first step is to make your packages intelligent by applying our Anti-Tamper NFC seals. Stora Enso has developed our own Anti-Tamper tag that is manufactured by world-leading RFID tag makers, and we are the industry leader in integrating NFC tags with packaging.

Then we help you set up the right reading devices, processes and software to track the status of the packages. Our cloud-based global database stores every interaction detail for every package equipped with Stora Enso Anti-Tamper seals. This opens a unique possibility to analyze the performance and reliability of each link in your supply chain.



Getting started is easy and risk-free

The first step is to agree on a proof of concept - a quick test of the readability of your products in your premises. If the results are successful we can continue with a pilot. The pilot is easy to get up and running and does not cause any disturbance in your existing processes or systems.

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