

Marketing products through traceability



Showcasing the story behind your products

Highly publicized food scandals related to ecoli and melamine undermine brand integrity. And, in the face of widespread product recalls many consumers have lost faith in food companies. According to a 2009 survey, less than 20% of US consumers trust food companies to develop and sell foods that are safe and healthy. Another 60% are concerned about the food safety.

Besides food safety issues, companies must contend with heightened competition from other brands and private labels. Standing out takes time and effort. Even when a product has an outstanding story it can be difficult to communicate with the

final consumer. Limited label space and short attention spans are just two of multiple obstacles.

The TraceTracker Food Explorer is an online interface that illustrates and showcases the unique story behind food products, while providing complete transparency. Customers enter a product code on a website or in-store kiosk to access interactive adventures with dynamic maps and videos. The interface reaches beyond product labels and invites customers into meaningful interactions.

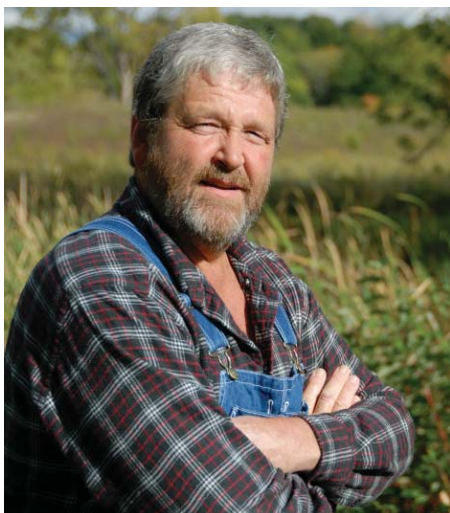
Consumers can search for the ingredients, product history, nutritional information or environmental records of individual products or product lines.

Benefits

- Differentiate your products from the competition
- Peak the interest of your customers
- Build consumer trust
- Highlight your commitment to product quality and safety.
- Bring accurate product information to the customer and consumer from day 1.

Features

- Instant searches for product details
- Embedded videos and other media
- Interactive Google maps
- Customized branding
- Available online, on PDA sites or point-of sale kiosks
- Scalable for companies of all sizes
- Hosted service available 24-7
- Simple integration with existing IT systems
- Affordable set up and subscription fees



Food Explorer in Action

tracetracker Food Explorer



Product search

- Search for products using a dynamic product search bar. Scroll through product packages to find a specific product line.
- Enter a unique product code or the expiration date from the packaging to see the full product history.
- The Food Explorer can be easily embedded in existing webpages and customized with any desired logo or branding.



Product history map

- View an interactive product history map for the item you searched for.
- Click through the the complete story, from the source of raw ingredients to the retail store.
- At every step, the map zooms into locations, provides information and displays photos or videos. The provided information can be as specific or general as the brand owner desires. The story can follow entire product lines or unique individual items.



In-store kiosks

- Access the Food Explorer 24-7 through any modern web browser or install the Food Explorer at a retail site.
- Enable shoppers to scan select items and explore the product history at kiosks before purchase.



Platform adaptations

- View and access Food Explorer at your leisure using mobile phones or tablets. TraceTracker offers flexible adaptations that adapts to the screen realestate.

Behind the scenes

The Food Explorer is made possible by TraceTracker's powerful middleware products including the TIX EPCIS Service which aggregates and stores product information from diverse sources. The TIX is compliant with all relevant industry standards including the Electronic Product Code Information Services (EPCIS) Standard from GS1.

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