
Istituto Poligrafico Anticounterfeiting and Traceability Solution

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Résumé

Based on the experience gained over the years in wines sector through the State Seals for Protected Designation of Origin (PDO) wines (more than 2 billions of seals produced per year), Istituto Poligrafico, a state company 100% owned by the Ministry of Economy and Finance, has developed a solution for the protection and enhancement of certified quality products into the agrifood world, with the aim of ensuring their immediate recognition, safeguarding their authenticity and counteracting potential counterfeiting attempts. Poligrafico's solution includes:

1. the application on every product of a secure seal, made by the Poligrafico with the most advanced security design, printing technologies and security features, which ensure its non-reproducibility and uniqueness
2. A unique numbering on each seal, which allows the product to be tracked throughout its entire lifecycle. The serial number is also represented through a QR code, which makes the seal the gateway to the set of information, data and characteristics that distinguish the product, from its birth to the moment of consumption, through the entire production and distribution chain. In fact, by framing the QR code on the label, it is possible to access the Poligrafico's digital platform and then to discover the Digital Product's Passport, connecting then the end customer to the actors in the supply chain - producers, consortia, certification bodies. By consulting Poligrafico's platform, consumers can verify the authenticity of products, obtain traceability and sustainability information, and also discover curiosities, usage tips, and interact, for example, by voting for favorite pairings. The data collected by Poligrafico's platform while scanning the QR code and browsing the website may soon be made available to companies to enrich their knowledge of product life cycle and consumer habits, thus becoming an important marketing tool for companies and producers.

Mots-Clés: protection, Anticounterfeiting

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