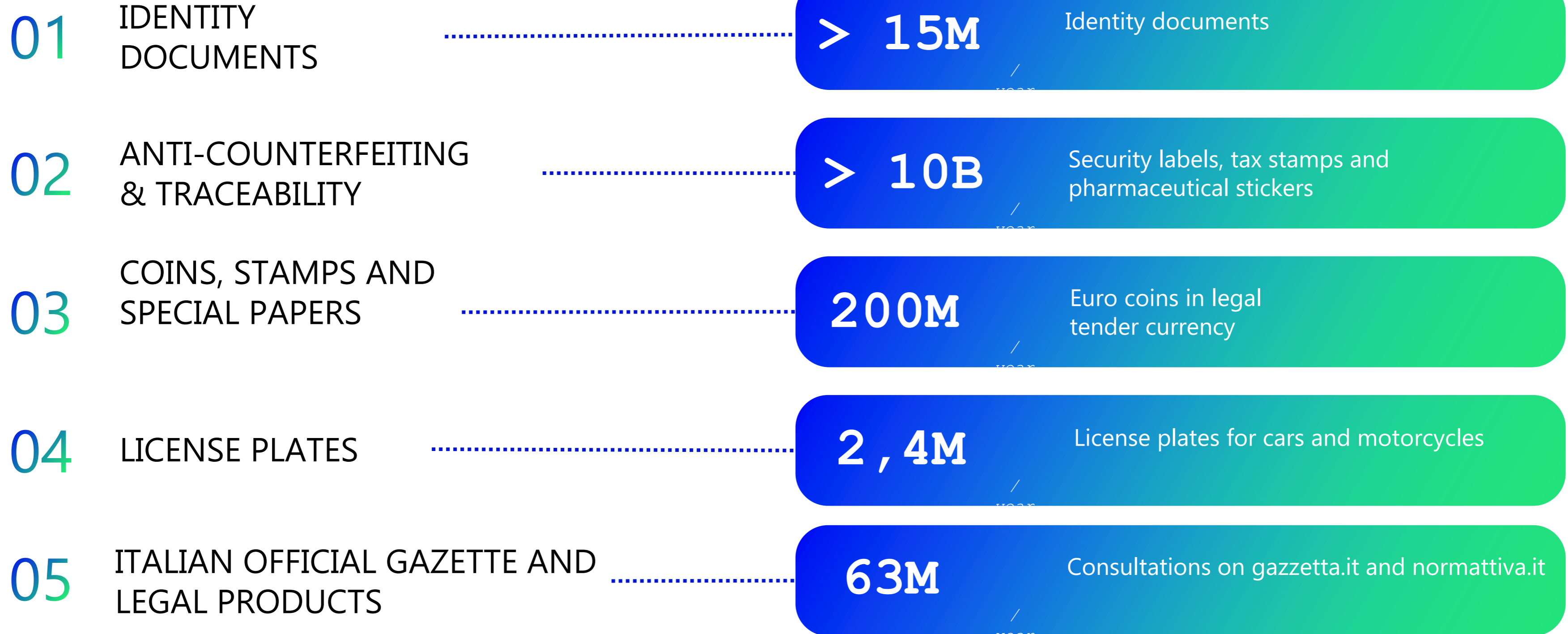




Protection and
promotion of **high-**
quality Italian
agri-food products

IPZS MISSION

Our purpose is to project, develop and create **security products** and **integrated technology solutions** protecting the public trust





Certifying Italian Excellence

With its unmatched expertise, the IPZS safeguards the authenticity and quality of Italy's finest products. In 2024, the IPZS produced 2.1 billion security labels, supporting Italy's traceability system in ensuring the authenticity of an increasing number of **PDO** and **PGI** wines and food products.

Over **66%** of **Italian wineries** have **voluntarily** embraced the IPZS Digital Product Passport, a testament to its value and trustworthiness.

For more information, contact us:

www.ipzs.it

contrassegni@ipzs.it

The Integrated Solution to Protect and Enhance Quality

SECURE LABEL

The distinctive mark that makes products unique and protects their quality, ensuring **Distinctivity** and **Anti-counterfeiting**.



DIGITAL PRODUCT PASSPORT

A tool available to consumers for accessing certified product information through the **Secure QR Code**.

An opportunity for companies to benefit from **modular, value-added services** tailored to their needs.

MARKETING



ARTIFICIAL
INTELLIGENCE

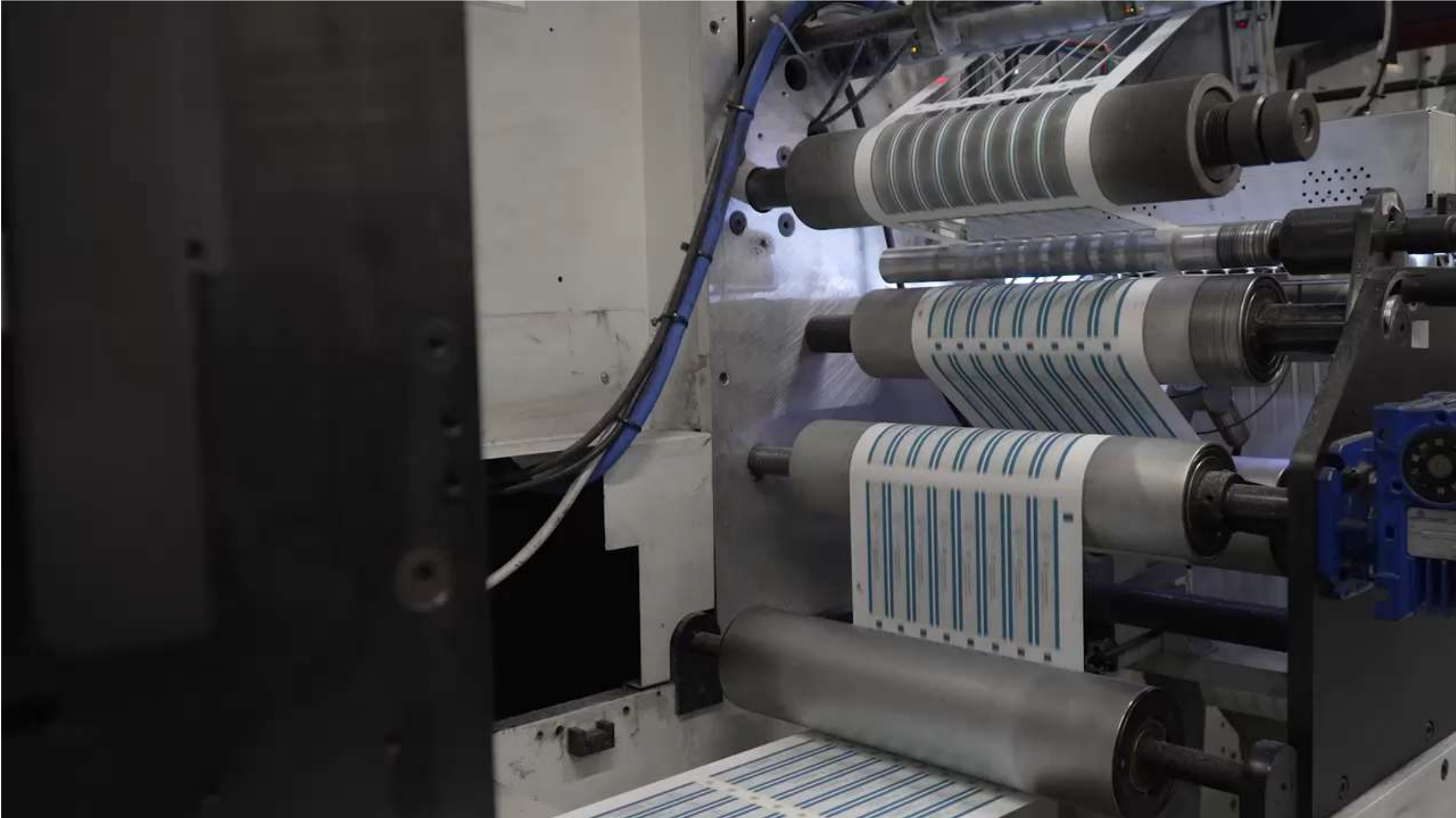


LABEL
MANAGEMENT

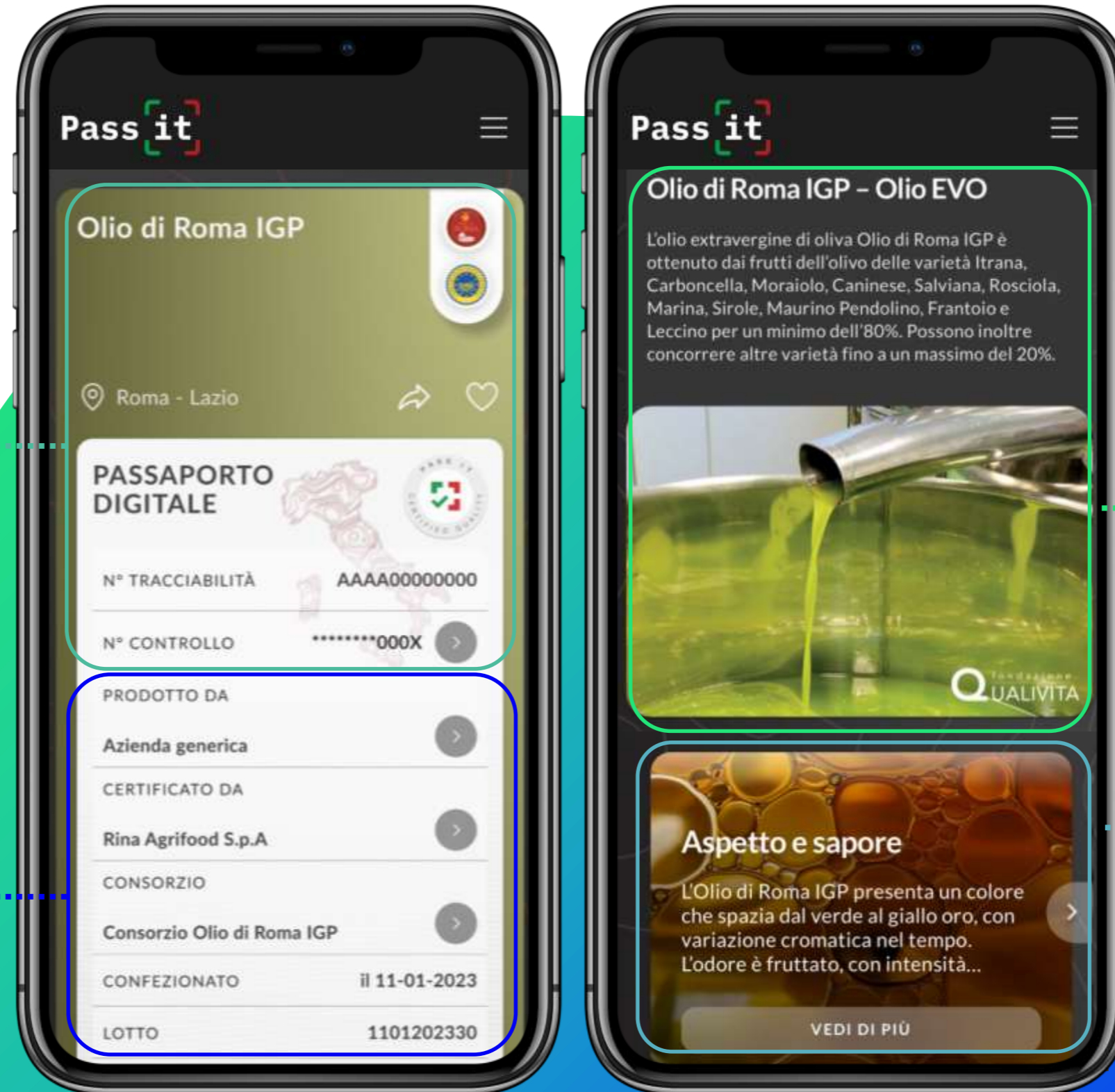


DATA ROOM
Coming soon

SECURE LABEL



MARKETING



TRACEABILITY

Security and verification

CONNECTION

In touch with supply-chain

BROWSE

Multimedia contents

ENHANCEMENT

Territory and Products

MARKETING



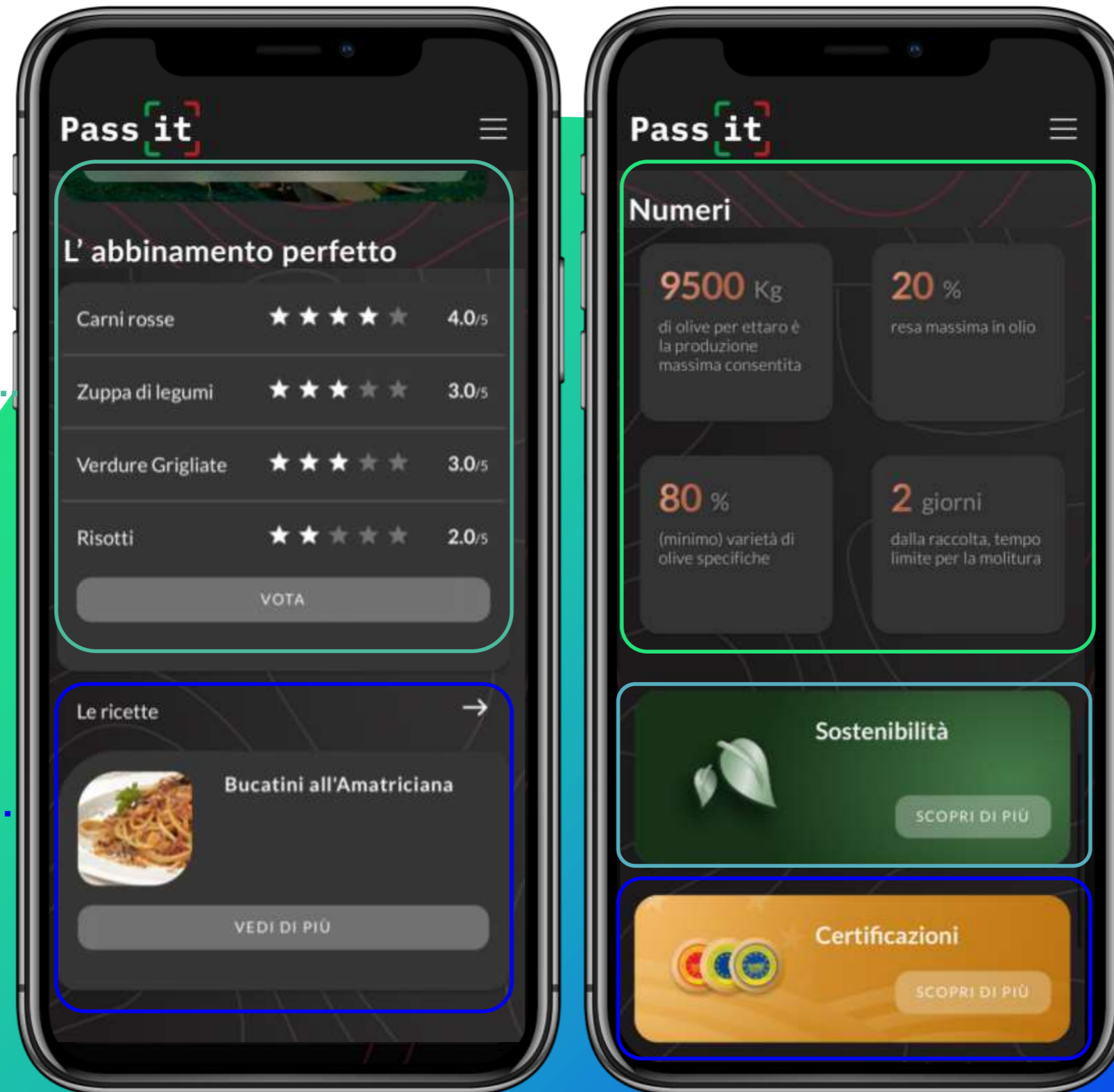
ENGAGEMENT

Culinary pairings



SHARING

Favourite recipes



INFORMATION



Product information

DEVELOPMENT



Sustainability initiatives

CERTIFICATION



Quality
Certification

ARTIFICIAL INTELLIGENCE

The power of **AI** to confirm product authenticity and promote Italian excellence

INNOVATION

COMMUNICATION

Thanks to the simplicity of AI, consumers will be able to verify the authenticity of a product effortlessly

Vincenzo Esposito
CEO Microsoft Italy

powered by **Microsoft Copilot™**

Natural language to guide consumers around the world to recognize authentic products in more than 30 languages

Control of conversations and information contained in responses for marketing purposes

Qualified traffic to partner sites for insights and purchases

More than 300 million users with access to the **Microsoft Copilot™ AI platform**

DATA ROOM

Coming soon - **Data, reports and information** at the service of Companies...

BRAND PROTECTION

MARKET INTELLIGENCE

Data collection on the effectiveness of online presence and Brand reputation

Alert in case of suspicious scans of the secure label applied to products

Surveys of product positioning and reference prices in the marketplace

Management reports, online dashboard, and integration with company CRM data



*Secure data
collection
service for
business
protection and
product*



POLIGRAFICO
E ZECCA
DELLO STATO
ITALIANO



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