



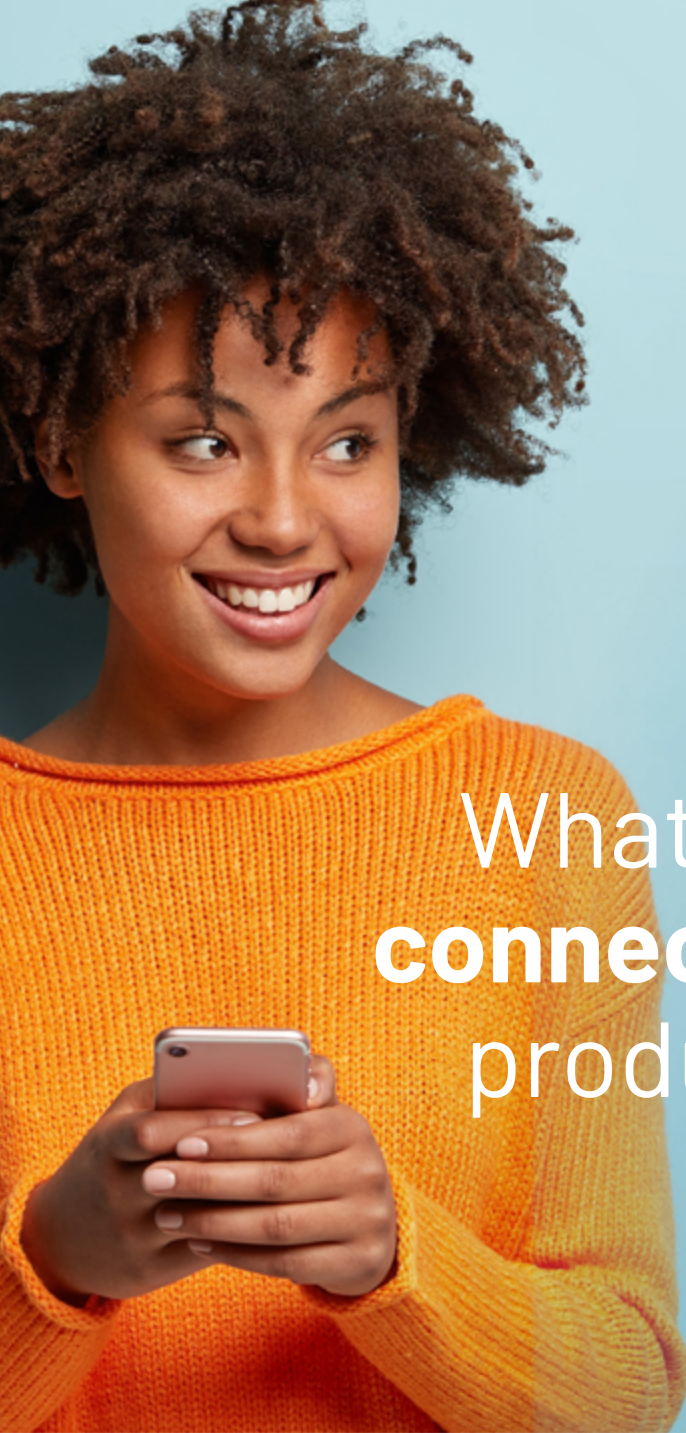
**Rockwell
Automation**



9 REASONS TO **CONNECT YOUR PRODUCT DATA**

Stay ahead in the infant nutrition market





What is a **connected** product?

Imagine a product that can tell you its own story. From the farm where its ingredients were grown, to the factory where it was made, to the store where you bought it, a connected product can tell you its entire journey.

This is the power of connected products using a unique identifier barcode (ID). Each product can be linked to a cloud-based data repository that stores information about its origin, manufacturing process, and even its temperature history.

Why should infant nutrition manufacturers embrace connected products? Making relevant data available to key stakeholders, building credibility for your brand, and creating trust in your products are only but a few of the benefits.

Here are nine reasons why connected products are important.

**What is a
"connected
product?"**
PG 2

You might be
required to
PG 3

Your consumer
expects it
PG 4

Your management
has ESG goals
PG 5

You want to get
to know your
customer
PG 6

You want to know
where your
products are
PG 7

You want
to say
thank you
PG 8

You want
to share
your work
PG 9

Your
competitors
don't share
PG 10

We have
done it
PG 11

REASON 1

You might be required to

Certain countries will require critical infant nutrition products, such as infant formula, to carry a unique ID per product to protect it against counterfeit products as a sort of electronic tax stamp before the product can be imported into the market.

There is also momentum in developed economies for increased regulatory oversight following a spate of well-publicized issues surrounding the industry.

While no direct traceability requirements have come from this, it is clear the industry is not standing still and is proactively addressing concerns by leveraging enhanced traceability capabilities.



REASON 2

Your consumer expects it

When it comes to infant nutrition, parents and caregivers are particularly concerned about the source and safety of the product they choose for their infants.

Consumers expect more provenance and transparency. They want to know where it comes from and want to be sure it is a safe product.

A premium product will answer this by providing transparency in an easy digital engagement with the consumer, in their own language, using QR codes.

According to a study by NielsenIQ, 72% are more likely to buy from brands that are more transparent about their ingredients and supply chain.



REASON 3
Your management
has ESG goals

Environmental, social and governance (ESG) reporting is increasingly a top-of-mind concern for C-suite executives.

The market is growing more conscious about the impact they make when choosing a product. Are the people involved in producing and distributing it being paid a fair wage? Are the dairy cows treated ethically? How much recycled content is in this packaging?

Not only is the consumer market growing more conscious, the investor market and other stakeholders are also demanding more transparency on ESG data.

Using unique identifiers, even on a batch level, allows you to link to, organize and structure ESG data from the value chain on a more granular level and with more detail. This results in better insight into potential areas for improvement.



REASON 4
You want to get to know your customer

CPG brands rarely have their own retail outlets where they can interact with their customers.

By embedding redirect capabilities into a QR code you enable direct engagement between you and your consumers through your products.

With the right platform and the right technology behind that code, unique digital identities allow you to provide your consumers with an experience that is more tailored to them, their engagement behavior and their region.

According to a Forrester Study ordered by Rockwell Automation, traceability is among the top initiatives to improve the customer experience around a product.



REASON 5

You want to know where your products are

Supply chain visibility is key to achieving several goals. As highlighted earlier, you want (or are expected to) provide more transparency on how your products travel from A to B.

Your own supply chain experts are tasked with improving efficiency, reducing food waste during transportation or linking data on transport conditions to the items.

In some cases you really want to know exactly where your products are. In the case of a recall scenario or when you want to deal with grey market diversion it helps tremendously to have better visibility into where your products are and how they got there.

Aggregation of products to boxes, boxes to pallets and pallets to containers is a critical step to enabling traceability of unique items throughout the supply chain. In turn, unique identification increases the granularity of data down to an item level. This improves your capabilities to undertake efficient recalls while simultaneously providing concerned consumers to access information through individualized and responsive QRs, reassuring them and supporting brand trust.



REASON 6

You want to say thank you

Because every product carries a unique identifier, you can use this as a reliable tool for enhancing and personalizing customer reward programs.

A code can be scanned and verified as often as you want (for example, to retrieve traceability and origination information), but you can allow customers to “claim” that code only once. The Kezzler platform keeps track of such data and presents this activity in a dashboard and will feed that information into your CRM platform of choice.

Very often a brand will make use of two unique identifiers on a single product: One visible (QR) code to invite the consumer and present that tailored experience, and a second, hidden (QR) code that is only accessible after purchase of the product.

Furthermore, retailers can also be rewarded for selling your products. Every unique code can be linked to (unique) retail outlets when they receive the products. Point-of-sale integration with the distribution management system keeps track of which products arrive where and when it is sold and by whom.



REASON 7

You want to share your work

You go to enormous lengths to source the right ingredients for your product, find the packaging that uses materials that fit your brand and otherwise meet all of your requirements.

You invest a lot of time and energy into ensuring full transparency on the source of the product you put on the market. You engage with local farmers and contribute to programs to ensure their livelihood.

How do you communicate about this work with your customers? How easily accessible is this information?

The tailored experience we described earlier touches upon this. Depending on the location and time of scanning, the marriage of digital product identities, richly integrated value-chain data, and contextualized interactions enable you to present different sets of data to the customer that are relevant for that region and time of the year.



REASON 8
Your competitors don't share

Full transparency on product provenance and data-backed ESG reporting is projected to be one of the key differentiators for CPG brands in the coming years as consumers and other stakeholders grow increasingly conscious and more demanding of the information they expect to receive with the product.

A modern, forward-looking brand will have reached the digital maturity to access this data and share it with the market.

This presents an opportunity to brand managers and marketing specialists to position a brand as front runner and use this as a market positioning tool.



REASON 9

We have done it

What FrieslandCampina achieved:

- Better control of supply chain events
- Deter counterfeits and diversion
- Increased loyalty and sales
- Consumer and consumption insights
- Easier government reporting

What the Friso consumer gained:

- Rewarded for purchase
- Confirmed authenticity
- Full product journey and ingredients
- Easily available using their phone

The aforementioned reasons are not hypothetical. Kezzler is a successful platform for product serialization and traceability, creating connected products. Partnering with Rockwell Automation, global leader in industrial automation, Kezzler has helped several companies in their journey to connect their products to their data.

For FrieslandCampina Rockwell Automation helped with the in-factory capabilities to serialize every can of infant formula so that the Kezzler Connected Products Platform can follow each can from the factory to the consumer.



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