

Avery Dennison
Smartrac
Wine and Spirits

July 2021

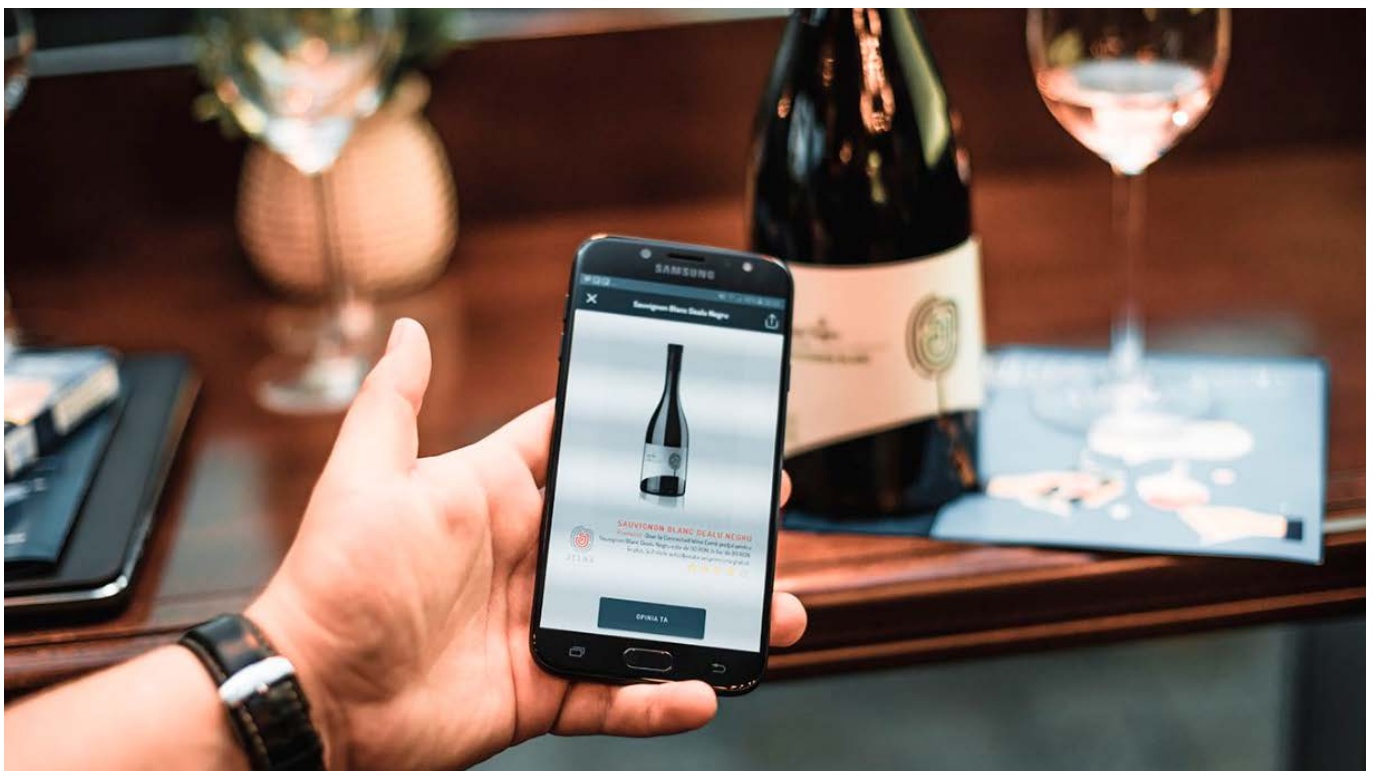
While consumers are online, your bottles are offline

Create digital connections
with your products using NFC



rfid.averydennison.com

Staying connected in a digital-driven world



Research shows 44% of consumers use NFC either daily or near-daily*

Once you've shipped your products, it's hard to keep connected to them and to the consumers who buy them. It's almost as if they disappear into an offline "black hole". This makes it difficult to control distribution and sales channels, engage new consumers and keep existing ones.

But there's a means to digitally illuminate that black hole. Research shows that consumers love the convenience and security of Near Field Communication (NFC) contactless technology, and 44% use it either daily or near-daily,* benefiting in many ways.

Several distinct features make NFC superior to alternative technologies



Quick and easy to use; simply tap phone on product.



Compatible with all smartphones with no need to download an app.



No unsolicited advertising or annoying pop-ups.



Business owners can open a 1-to-1 dialog with customers, gaining control of gray markets.



Doesn't take up branding 'real estate' on label or package.



Anti-counterfeiting through tamper evidence and encryption security.



The addition of a thin, discreet NFC tag to the product allows brand owners to:



Create more meaningful, personalized digital interactions with consumers at the point of sale and at home.



Gain visibility and control of gray markets by accessing real-time data from consumer interactions.



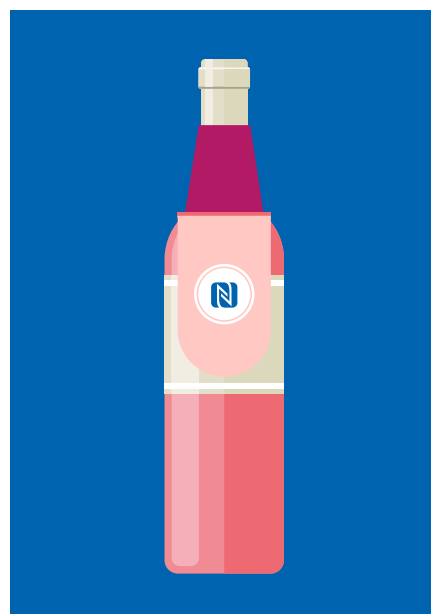
Surpass any distributor by collecting insights into the consumer's buying behavior and demographics directly from the market.

How to create your NFC-enabled bottle

Behind the decorated label



Bottle neck label



Over the closure

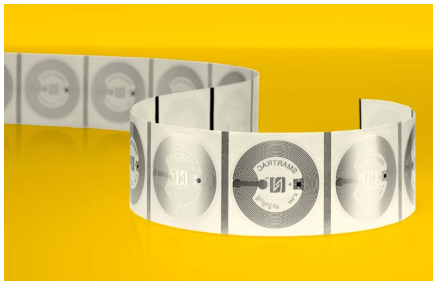
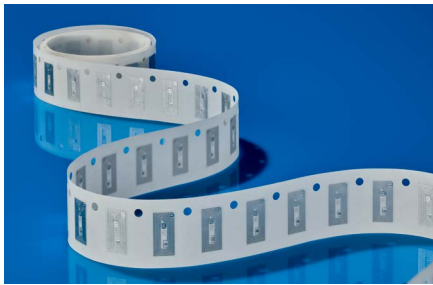


In the closure



Ensure product provenance and authenticity. Product augmentation with engaging digital content.

Find out more about our digital ID technologies



Innovating your future with Radio Frequency Identification (RFID)

RFID, including NFC, is the most cost-effective wireless digital ID technology capable of broadening the scope of the Internet of Things to trillions of connected everyday items, enabling businesses, organizations and consumers to identify, authenticate, track, sense and engage with each item seamlessly.

With billions of NFC-enabled smartphones used today and more consumers using contactless interactions, there is a large opportunity to leverage NFC RFID for consumer engagement and other new consumer-centric applications.

And, finally with atma.io, the connected product cloud by Avery Dennison, brands can provide unparalleled end-to-end transparency by tracking, storing, and managing all the events associated with each individual product — from source to consumer and beyond to enable circularity.

If you would like to learn more about our digital ID technologies, how to utilize NFC as part of your business, schedule a proof of concept or inquire product samples, please complete our [contact form](#) and our local expert will get in touch with you.

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Care and handling: RFID inlays are sensitive to ESD. Observe standard industry practices relating to electronics / RFID to keep environmental impact and static charge to a minimum.

Applications: This product should be tested by the customer / user thoroughly under end use conditions to ensure the product meets the particular requirements. Avery Dennison does not represent that this product is fit for any particular purpose or use. Avery Dennison reserves the right to modify, change, supplement or discontinue product offerings at any time without notice. The information contained herein is believed to be reliable but Avery Dennison makes no representation concerning the accuracy or correctness of the data.

