

THE 2D CODE REVOLUTION IS HERE. MASTER THE NEW DIMENSION



Print inline, compliant 2D/QR codes with variable data



Enhance traceability data and inventory management end-to-end



Improved consumer safety with checkout and recall handling



Engage with consumer interactive experiences while gathering data

SHARP, DYNAMIC, CONNECTED 2D CODING AT HIGH SPEED AND ON ANY SURFACE



BEST PRACTICE USE CASES:

INVENTORY & PACKAGING

- Improve inventory accuracy
- Gain availability and location insight
- Optimise store processes
- Reduce waste, ensure freshness
- Offer late-stage-customisation and SKU optimisation
- Turn packaging into campaign and engagement channel
- Provide enhanced consumer experience

TRACEABILITY & SAFETY

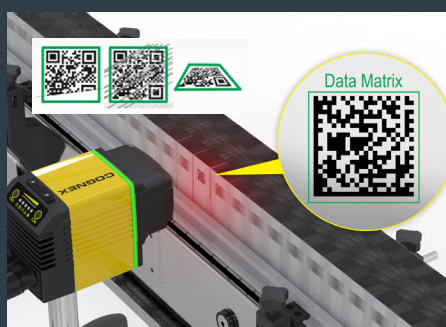
- Ensure supply chain traceability and visibility
- Allow product authentication and fight counterfeiting
- Build consumer trust and food safety transparency
- Share provenance, nutritional information and ingredient sourcing info
- Prevent sale of expired or recalled product at Point-of-Sales
- Achieve regulatory compliance

ENGAGEMENT & CIRCULARITY

- Engage directly with consumers
- Share brand authorised information and stories; upsell; offer ecommerce promotions, recipes etc.
- Promote and enable the circular economy through promoting recycling information
- Share farm-to-fork stories and tips on how to reduce waste



Unlock the potential of your connected product strategy with our cutting-edge 2D code printing and innovative marking and coding solutions. We combine advanced technology with expert software to bring your vision to life, embedding valuable information directly into your supply chain.



Markem-Imaje is a GS1 Partner and contributes to printing enhanced QR codes with live data on production lines. This offers a wide range of printing technologies, including inkjet, laser, and label applications, making it flexible and capable of handling diverse marking needs.



Cognex cameras verify 2D barcodes (QR, DataMatrix, Vericode) for readability and accuracy, ensuring data integrity. The high-resolution camera captures even difficult-to-read codes in high-speed production environments. With advanced barcode algorithms like 2DMax and PowerGrid, Cognex can reliably read damaged or occluded codes. Additionally, it verifies that the correct packaging material is used for each product, ensuring packaging compliance.

CoLOS software integrates with ERP or MES systems to centralize data, manage messages, and ensure GS1 compliance. It supports real-time data management, allowing for the creation and transmission of messages to printing machines, with real-time verification of readability. CoLOS is a scalable solution that reduces waste from coding errors and enhances line efficiency, while ensuring compliance and protecting brand value. It also monitors and ensures accurate printing of data and readable codes in real time.

KEY BENEFITS

- Embed, control, and seamlessly manage verified data in GS1 Digital Link codes—from the production to the consumer's hand.
- Print inline and verify GS1-compliant QR codes, with high contrast at high speed and even on 3D surfaces.
- Optimise business operations through production efficiencies, late-stage-customisation, SKU, and packaging reduction.
- A fully integrated traceability and brand protection solution across the supply chain.
- Connect brands with their consumers, and drive loyalty.
- Increase campaign conversions and sales lift while gaining behavioral insight.

With seamless integration of proprietary coding technologies, smart software, vision systems, certified consumables, and comprehensive services, we empower you to stay ahead. These systems ensure high-quality 2D barcode printing, verification, and compliance, enhancing production efficiency and minimising errors making **Mitech Your Vision for Tomorrow's Coding and Traceability Solutions Today.**

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