Certified **B** Corporation®

OPTEL
Technologies for a better world

OPTEL'S INTELLIGENT
SUPPLY CHAIN™

Traceability solutions for the
food and **beverage** industry

Start future-proofing now
with **disruptive technology**!

EVERY
PRODUCT
HAS A
STORY.

WHY IS **END-TO-END** TRACEABILITY IMPORTANT TO **YOUR BUSINESS**?

- Corporate scandals impact buyer behavior, especially in the food and beverage industry.

- Consumers want quality food they can trust. They also want to know how their food is produced, what ingredients are used, and where these ingredients come from. Many consumers favor brands with good corporate behavior and with a sustainable supply chain that guarantees the safety of their family.

- A broad traceability implementation can meet the needs of the consumer and the business. It increases brand profitability, credibility, and expands consumer trust and loyalty while improving your supply chain processes and profitability.

OPTEL'S **INTELLIGENT SUPPLY CHAIN**™

OPTEL's solutions are risk-management and optimization tools that offer many benefits. Every business model is unique and has a different degree of supply chain complexity. Our goal is to provide the best configurable traceability solution and help you overcome your daily supply chain challenges and improve your business performance.

Leveraging technologies such as blockchain, OPTEL enables an intelligent supply chain —— from raw materials to the consumer. Through our end-to-end traceability solutions, you can achieve unprecedented transparency, increase business performance, and create more efficient manufacturing processes.

This powerful platform connects all the main actors within the supply chain powered by our cutting-edge technologies.

UNIQUE **FEATURES**:

- End-to-end traceability from raw materials to the end user
- Individual product traceability vs. lot-level traceability
- Supply chain visibility in real time and performance optimization
- Decision-making tools with data collection and analysis

- Serialization and aggregation expertise
- Customer engagement tools
- Geo-tracking technologies provided by GeoTraceability
- Powered by Blockchain, AI and IoT technologies

WHAT IS BLOCKCHAIN?
Distributed ledger technology providing a transparent and secure means for tracking transactions.

WHAT IS IOT?
IoT extends connectivity to everyday things that utilize embedded technology to communicate and interact with the external environment, all via the Internet.

Raw materials

Tracks raw materials, including those more isolated and/or remote, thanks to the **GeoTraceability**™ Solution, and gathers precise production data. These technologies safeguard and protect registered designations such as Certified Organic and Fair Trade, among others.
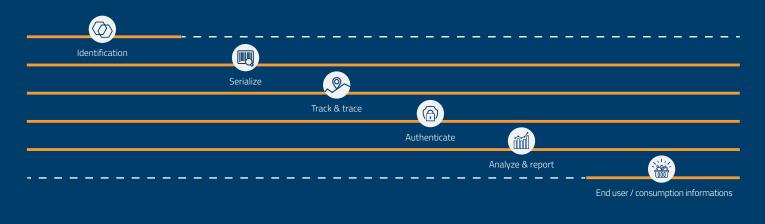
Production

Inspection, serialization and aggregation solutions: unique serial number on product (unique identifier) – linked to individual items, lots and batches – managed with a serialization software platform.

Distribution

Tracks the unique identifier between the production site and the final retailer, adding data to the intelligent supply chain analytics. The distribution process is managed thanks to a warehouse serialized solution software.

Retail/end user

Tracks the unique identifier from the distributor to the final user. The consumer scans the unique identifier to learn more about the history of the selected product. Consumer data is also sent to the intelligent supply chain for analysis.

Identification

Serialize

Track & trace

Authenticate

Analyze & report

End user / consumption informations

MAIN **BENEFITS**

Increase food safety : When a risk is identified, businesses can trace it back to the source and locate the problem to provide product safety for the end user.

Our solutions deliver security, global visibility and brand protection. Generate data-driven insights into a product's manufacturing, distribution and authentication history from the raw material to the end-user. It's a real-time, detailed road map of every *when* and every *where* your product has been.

Revenue and brand protection : The GeoTraceability solution can help secure and optimize your supply. Build a detailed supplier profile database and engage a producer into an improved productivity program with information about your supplier's processes to minimize reputational risks and ensure compliance.

End-to-end traceability can give you the tools to you need to prevent food safety scandals, while improving targeted recall at a lower cost. Your brand will become synonymous with quality, security and authenticity.

Increase supply chain performance : Digitalization of your supply chain operation is a major challenge. OPTEL helps you connect your system together, leverage your data, while optimizing the performance and transparency of your supply chain. Our proven software and hardware solutions are agnostic and can connect to any system.

Anti-counterfeiting solution : A traceability platform implementation from your plant to the end-user will guarantee the authenticity of your products and make sure to minimize diversion, counterfeit and fraud.

Serializing is the gold standard for anti-counterfeiting, allowing track and trace, is low-cost per item and provides real-time responses without special instruments or training. Track the origin and history of your products and identify points of grey market diversion.

Warranty and recall management : Globally track and authenticate warranties, returns and product recalls by verifying that genuine products are registered, returned or destroyed. Increase your warranty registration, simplify operations and improve your quality management.

Marketing performance & consumer engagement : Use the power of storytelling provided by a traceability platform for your marketing strategies. Our Verify Brand Software® can improve your loyalty and reward programs beyond expectations with authentication technologies. OPTEL provides actionable value chain insights for increased ROI and consumer engagement.

OPTEL
Technologies for a better world

OPTEL is the **#1 world leader** in traceability solutions for the healthcare industry.

With almost 30 years of expertise and more than **850 employees** **worldwide**.

NORTH AMERICA

OPTEL Canada — HEADQUARTERS
+1 418 688 0334

NORTH AMERICA

OPTEL USA
+1 763-235-1400

EUROPE

OPTEL Ireland
+353 61480965

ASIA

OPTEL India
+91 832 669 9600

SOUTH AMERICA

OPTEL Brazil
+55 19 3113 2570

ABOUT
OPTEL GROUP

Founded in 1989, OPTEL is a multinational, leading global provider of traceability systems and pioneer of the Scale AI industrial supercluster, while practicing responsible human capitalism. The company's mission is to use its innovative technologies to help create a better world.

Through advanced characterization and cutting-edge algorithms — now all connected through the Internet of Things — OPTEL's expert traceability solutions will allow diverse industries to **measure**, **inspect**, **control** and **track** a wide range of elements to improve product quality and make better use of resources.

Based in Canada with additional facilities in the United States, Ireland, India, and Brazil, as well as employees worldwide, OPTEL has expanded significantly in the past few years in order to meet growing industry needs and to support its humanitarian values. OPTEL is also a **Certified B Corporation**.

Certified
B
Corporation

OPTELGROUP.COM