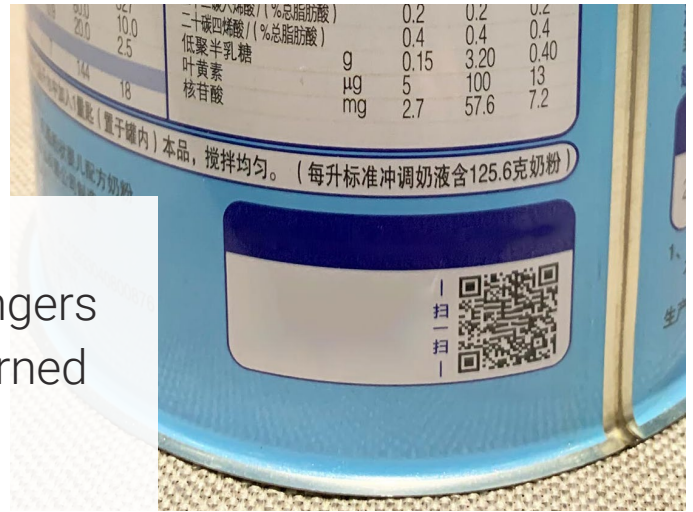


A SCANTRUST CASE STUDY

Scantrust Secured QR Codes Help Protect Infant Formula From the Dangers of Counterfeits and Reassure Concerned Parents and Consumers

Using Scantrust Brand Protection, Internal inspectors confirm product authenticity even before goods reach consumers.



Secured QR codes on tins allow for easy authenticity verification using a smartphone.

INFANT NUTRITION

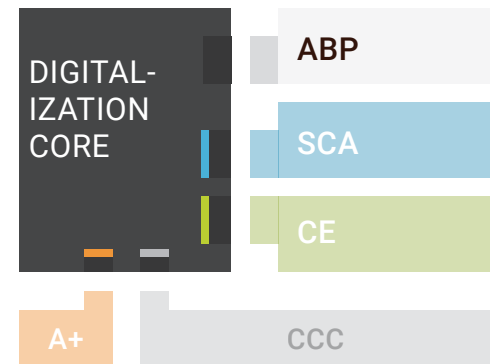
SNAPSHOT

Our client is a **Global Fortune 500 healthcare** company and an industry leader in nutrition science. They focus primarily on infant formulas and adult nutrition products. Mainland China is their largest international market.

Although our client already has strong brand recognition in that market, recent memories of infant formula scandals have made Chinese parents especially receptive to negative news regarding food brands. Unfortunately, this is a perpetual challenge for our client and others even beyond their industry.

Considering the situation carefully, the client was already invested in advertising to promote and maintain trust in their brand, but the brand protection team also wanted a way to easily check and protect their goods before they entered the market: they needed another layer protecting them from problematic brand erosion. One of the top requirements was that the solution be cloud-based, giving internal inspectors capability to perform verification scans remotely in the field, and ensuring that products being sold were authentic.

Scantrust helped apply secured QR codes to the client's infant nutrition products, enabling authenticity verification. Since going live with the project, we've expanded Active Brand Protection to other products and Scantrust continues to support and help maintain our client's brand reputation and the trust of savvy consumers. This in turn protects counters revenue loss due to perception in our client's largest international market.



Scantrust Secured QR codes allow for pre-market inspection to support efforts maintaining brand reputation.

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