kaiosID

Elegant individual product identification system that protects and respects brands.

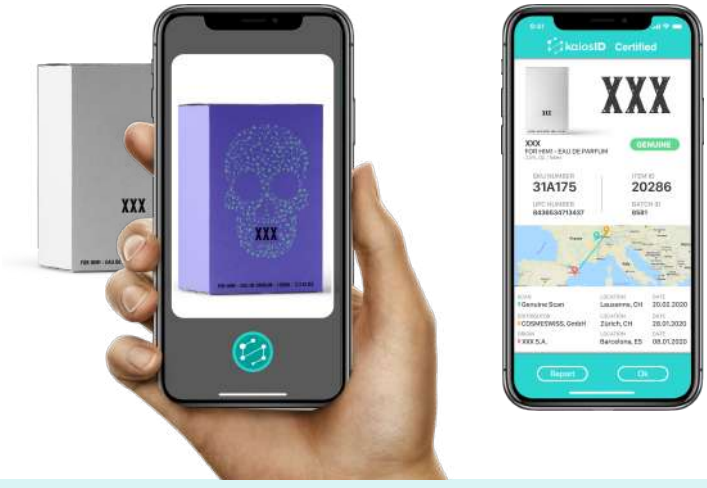
Fights counterfeiting and parallel markets, and enables consumer engagement and trust.

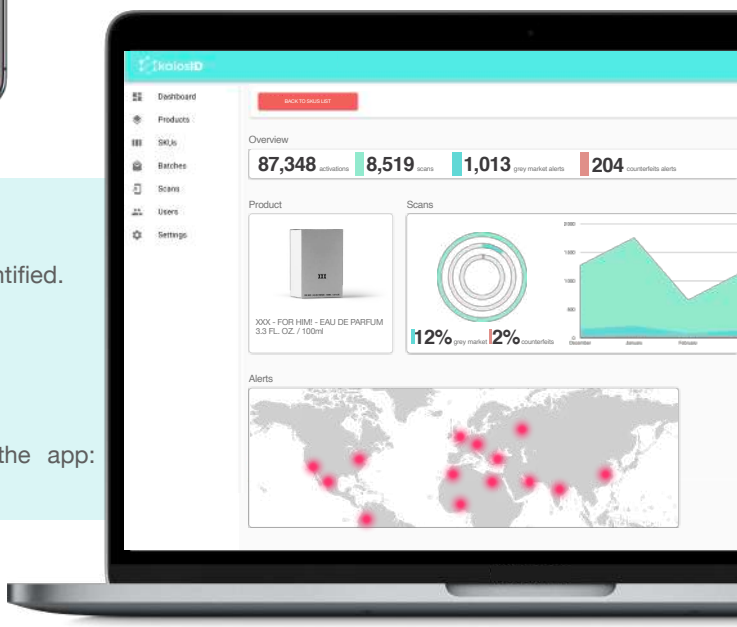
At kaiosID, a Swiss company, the time and effort that the brands invest in developing, creating and designing their products is highly valued.

This is why we launched a complete security system that offers protection at the highest level while respecting the visual identity of the brand.

What is the individual identification system?

The entire packaging of each product is covered with a hidden or invisible pattern, unique for each item, which is digitally printed. As it is hidden or invisible, it does not alter the visual story of the product, while being more secure.





Scan an item
The pattern is scanned with a smartphone app and is identified.

Access to the app
Provides all types of information.

Access to the web platform
Graphical reporting of the information collected by the app: statistics and analysis of action and prevention.

info@kaiosid.com / www.kaiosid.com / Ch. de l'Ancienne Forge 1 / CH-1040 Villars-le-Terroir, Switzerland

kaiosID

TRANSPARENCY, TRANSPARENCY AND TRANSPARENCY.

A global vision

A full understanding and knowledge of the supply chain from the beginning to the end.

Security taken to another level

The larger the area covered, the more difficult it is to manipulate and safer it is.

A close relationship with the consumer

More efficient campaigns, thanks to a more direct consumer feedback.

A COVERT SYSTEM WHERE BRANDS CAN...

Control their products and their usage in a secret way.

Prevent fraud in the return of products.

Detect hot zones and implement actions and prevention policies in the supply chain.

Continue to work with their **trusted printers** without having to change suppliers.

Integrate the system at no extra cost in production, manufacturing and distribution, as it does not require material or specialized workers.

Smoothly implement the system with training, control and follow-up processes.

Respect the brands profitability curve while scaling.

Get the consumers to **authenticate and control** the products.

Generate transparency for their consumers by giving them access to information such as the origin of the products.

Foster legitimate trade.

MAXIMIZE PROFITS

Protects

THE BRANDS REPUTATION

Increases

THE PROFITS

Guarantees

THE HEALTH AND SAFETY OF THE CONSUMER

Generates

GREATER TRUST WITH THEIR CUSTOMERS

info@kaiosid.com / www.kaiosid.com / Ch. de l'Ancienne Forge 1 / CH-1040 Villars-le-Terroir, Switzerland

kaiosID

Brand protection

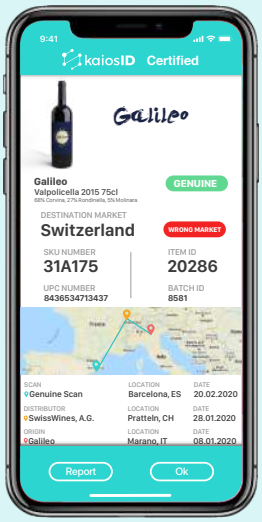


SCAN WITH A SMARTPHONE

The brands authorize who scans the item and what access has to different levels of information both in the app and on the platform.

Some examples:

- Controllers: they verify the authenticity of the products and that they are sold in the authorized markets.
- Distributors: when scanning they add the orders and therefore include the route of the item, destination, etc.



APP FOR BRANDS

The app is used to obtain information about the item and as a working tool. The content of the information depends completely on the brands and can be 100% adapted to their preferences.

Item information:

- Batch number.
- Origin and production date.
- Destination market.
- Field report.
- Tracking statistics.
- Etc,...

Working tool:

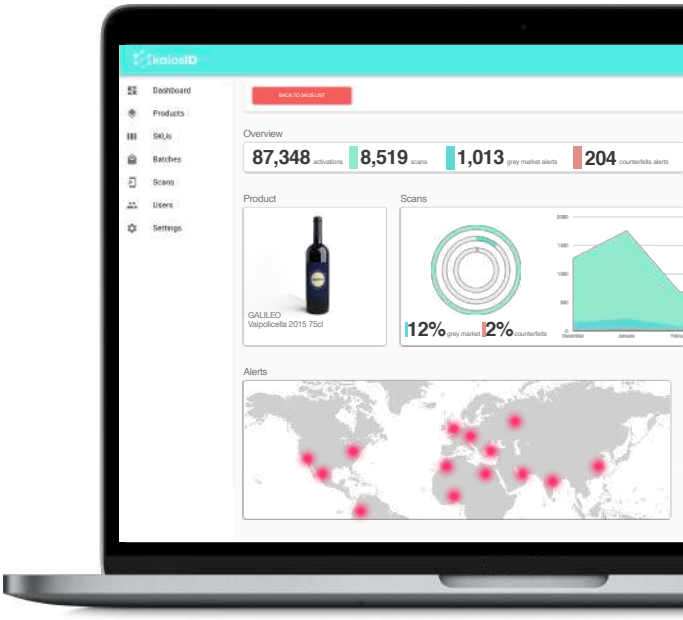
The controllers, in addition to scanning the item, can take pictures, send reports, leave comments, follow up cases where several controllers are involved, etc..

WEB PLATFORM WITH THE ITEM'S DATA

Thanks to all the information gathered from the scans in real time during the different stages, the platform summarizes in a global way all the data of the items.

What does it contain?

- Statistics, analysis and evaluation of data.
- Information on the evolution of field reports and case studies.
- Customizable alerts on markets with a high risk of counterfeiting or parallel markets, etc.



info@kaiosid.com / www.kaiosid.com / Ch. de l'Ancienne Forge 1 / CH-1040 Villars-le-Terroir, Switzerland

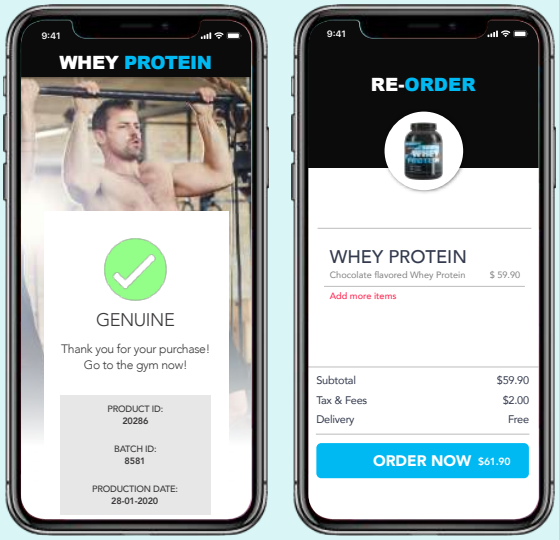
kaiosID

Consumer engagement



SCAN WITH A SMARTPHONE

The brands establish a closer relationship with the final consumer, who scans the product. This allows not only to authenticate it, but also to generate and track customer responses to advertising campaigns in real time and thus increase loyalty and trust.



APP FOR THE CONSUMER

The consumer can scan the item during the purchase or post purchase process. The information received depends 100% on the brand.

Examples:

- Know the authenticity of a product anytime, anywhere.
- Information of the product: ingredients, origin, preparation, the history behind it, transparency in the traceability of ingredients, etc.
- Actions and marketing campaigns: to build customer loyalty, launch new products, strengthen brand image, etc.
- Encourage the purchase of other products (these may be complementary).
- Surveys: to know the consumer better, to adapt products to their tastes and preferences, etc.

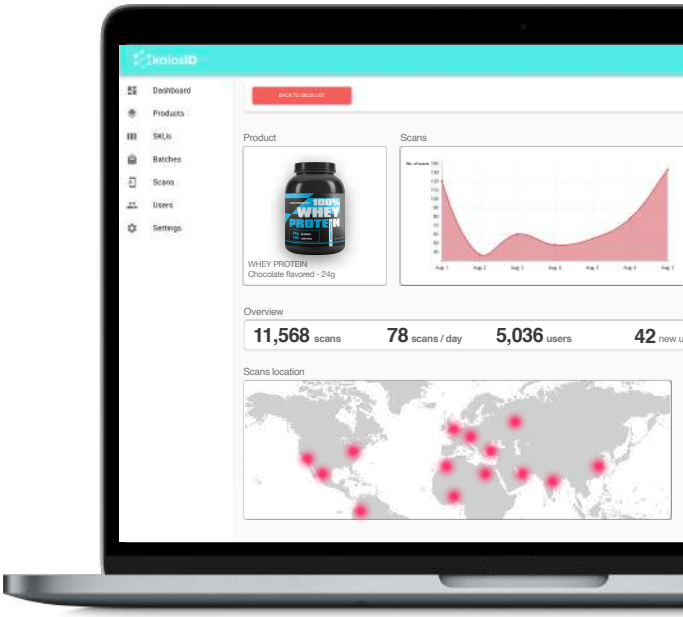
WEB PLATFORM WITH THE ITEM'S DATA

Thanks to the interaction of consumers with the application, brands have access to all their profile data. This information is reflected in a global way, which allows market analysis and studies.

* All information collected is covered by "General Data Protection Regulation" (GDPR).

What does it contain?

- Statistics, analysis and evaluation of tastes and preferences, consumption habits, etc.
- Customizable alerts on market tendencies, etc.



kaiosID

KaiosID is a tailored solution made by and for the brands.

At KaiosID we understand that each brand is unique and different and therefore should be served as such in an individual and personalized way.

We offer services and products completely adaptable to the needs of each of our clients.

SERVICES / PRODUCTS

KaiosID patterns

- Custom design of the pattern layout.
- Automatic generation of infinite patterns.
- Linking the pattern to the product item.
- Activation of the item's digital identity.
- Registration on the platform.

KaiosID mobile

- Real-time item identification.
- Access to information.
- Working tool for brand protection.
- Simple, intuitive and personalized design.
- Versatile and adapted content.
- Secure Login.
- Integration in existing apps.
- White label app.

KaiosID web

- Real-time centralized reporting portal.
- Real-time geolocated alerts.
- Programmable notifications.
- Simple and intuitive design.
- Customized data and content.
- Adapted control panel.



info@kaiosid.com

www.kaiosid.com

KaiosID, protecting brands, products and people