

Avery Dennison collaborates with Everledger

31 January 2019 | News | By Kalyani Sharma

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Avery Dennison Corporate, leader in intelligent label solutions has collaborated with Everledger, leader in the application of blockchain technology to real world practices, in developing end-to-end traceability and provenance solutions for the wine and spirits industry.

This partnership, launching first with 'Appellation Earth' wines from Napa Valley by US-based wine négociant Wine Trade Network, combines Avery Dennison's intelligent label solutions with Everledger's blockchain-based platform. It marks the first expansion of Avery Dennison's Janela™ Smart Products Platform outside of apparel and footwear, and will be exclusively powered by Everledger in the wine segment.

The platform will provide embedded proof of provenance to support enhanced trust and consumer interaction with their wine purchases, a product susceptible to counterfeiting.

Powered by Near Field Communication (NFC) technology, the highly-secured, non-copy and tamper-resistant inlays are adhered to the specific bottle labels, giving each bottle a unique digital identity and enabling chain-of-custody data to be captured throughout the supply chain through the supporting blockchain technology.

From there, the authenticated provenance of the wines is tracked, enabling consumers to discover the lifetime journey of their wine - from grape to bottle - giving them confidence in its authenticity and creating a connection to the overall brand story.

Mariana Rodriguez, Marketing Director - Intelligent Labels Avery Dennison said, "Over the past few years, companies have continued to see a rise in counterfeit wine and spirits being sold. According to the International Center for Alcohol Policies, 30% of alcohol consumed worldwide is counterfeit, Avery Dennison intelligent label solutions provide an opportunity to bring new technologies together for brands and consumers to feel confident about the product being purchased and consumed."

Scott Austin, Everledger Senior Executive Vice President, Americas said, "Our pioneering work in digital provenance has advanced industries, notably diamonds and colored gemstones, through greater transparency, efficiencies, collaboration and trust. We are pleased to have the opportunity to further establish our work in the wine industry with this innovative joint solution, bringing the full benefits of blockchain directly to the consumers."

Steve Schepman, President Wine Trade Network says "Combining blockchain with NFC technology to permanently secure the provenance of wines further provides added confidence in the provenance data captured and tracked through our platform. From there, the value and reputation of the wines from producer to consumer is protected, enhancing trust and confidence in the authenticity and value of their purchase. Wine Trade Network is launching our Appellation Earth wine brand with NFC and blockchain technologies and is pleased to be the first in the U.S. wine market to launch on the Janela Smart Products platform, powered by Everledger."

"We are keen to be part of the collaboration in starting the innovative use of intelligent labeling while addressing the problem of counterfeit wine consumption. Appellation Earth is authenticated as a Blend of Napa Valley Merlot, Cabernet Sauvignon, Zinfandel, & Petite Syrah", he added.

Avery Dennison and Everledger aim to roll-out this provenance tracking solution industry-wide in 2019.