

## Danone unveils digital tracking service for baby formula

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Danone has announced the launch of its baby formula Track & Connect service – a digitally-enabled service giving consumers and retailers greater transparency on the product’s farm-to-fork journey.

Furthermore, through Danone’s Track & Connect service, consumers and retailers will eventually be able to access new data-driven, personalized after-sales support and services for its baby formula brands like Aptamil, Karicare, Laboratoire Gallia and Nutrilon.

Shoppers will be able to access this new service through their smart phones by scanning two QR codes on baby formula packs. This dual-QR code packaging innovation will see one QR code laser printed on the outer pack as well as a second, inner QR code laser printed behind a tamper-resistant seal, which can only be scanned after purchase.

The dual QR code system will let shoppers verify the quality and authenticity of the formula, while providing a new way for consumers to connect with the brand for after-sales support and services.

### **How Danone’s baby formula Track & Connect service will work**

Once the service has been rolled out, shoppers will scan a QR code on a baby formula pack to access a brand page containing verified information such as where and when the formula was manufactured and the product’s journey through the supply chain. After purchasing and opening the sealed pack, shoppers will then be able to scan a second, inner QR code – triggering a one-time, initial message, verifying the product is authentic.

This new service is powered by blockchain, serialization and aggregation technology, which offer a safe and secure method of storing data and information on the movement of our baby formula products through our supply chain. Danone has

combined these technologies with its dual-QR code packaging innovation to offer its unique baby formula Track & Connect service.

Commenting on the announcement, David Boulanger, Sr. Vice President, Operations, Danone Specialized Nutrition, said, "We're very pleased to be rolling out our baby formula Track & Connect service to consumers and retailers in 2020. Thanks to this innovation in packaging and data management, we'll be able to offer one of the most comprehensive traceability services in the baby formula industry and connect more closely to our consumers and retailers to offer them after sales services they value."

Danone is initially launching its baby formula Track & Connect service in China for its Aptamil and Nutrilon brands. The company plans to roll out the service starting in 2020 in France for its Laboratoire Gallia brand, and in Germany, Australia and New Zealand for its Aptamil and Karicare brands.