

**MARCA TECH 2018**  
**FOCUS ON “SMART PACKAGING, ADDED VALUE FOR RETAIL”**

The project **MARCA TECH** is an initiative by MARCA by BolognaFiere dedicated to packaging and the logistics to generate greater efficiency in business management involving themed exhibition spaces and a Specialist Conference “**Smart Packaging, added value for retail**”, developed in collaboration with **BE-MA Editrice VEDERE DICITURA AGGIORNATA, CREDO SIA Giga Publishing/BE-MA Editrice**, and scheduled to take place on 17<sup>th</sup> January 2018 at 2pm at the Galley Hall, pavilions 21-22.

An area of growing interest, smart packaging enables the optimisation of logistical and in-store sales processes through the application of special identification codes on the packaging in order to enable the traceability and identification during the entire production chain, with benefits for business and the environment. The singular identification of each case, tray or pack with intelligent markers, enables the constant monitoring of the shelf life of a comestible product, from delivery to transport times, **accelerating the logistical process** and reducing the margin for potential errors.

Smart packaging is, therefore, capable of monitoring and evaluating the impact on revenues of ‘out of stock’ moments and the lack of required products in the shop or storeroom, with a greater awareness of the expiry dates, thus reducing waste. The intelligent management of **about-to-expire and expired products** is one of the more pertinent themes in which the technology plays an enabling role in the **new qualitative scenarios in retail**. Tools such as RFID, sensors, NFC (Near Field Communication) and the Internet of Things (IoT) are technological components that can be integrated into a wider vision of the smart city. Thanks to a combination between **intelligent ticketing and digital interactive displays**, the purchasing experience for the consumer at the retail point is changing as consumers become more **knowledgeable**, obtaining additional information about the product, nutritional values, allergenic ingredients, instructions for disposal, current promotions and much more.

The application of the **Internet of Things (IoT)**, within the processes plays a key role in the so-called **Industry 4.0**. dealing with the monitoring of the supply chain, the management of supplies (offering personalised promotions) or the activation of e-commerce from new environments. The Internet of Things in retail is launching an age in which intelligent objects can gather, share and analyse data in real time. The opportunities offered to retailers are numerous in terms of **personalisation** and offer an **improved experience** to customers at the retail point and online. The retail sector is already making investments, in particular in the monitoring of the **supply chain, warehouse management** and **asset tracking**.

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