ADVANCED TRACK AND TRACE - Digital Identifiers

Rueil-Malmaison (92500), France

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Advanced Track & Trace® brings you the possibility of transforming your products into new vectors of communication with your customers, your network and with the consumer. Your physical products enter the digital world with complete and proven solutions:

- Give a unique, variable, traceable, forgery-free and intuitive digital identity to your products
- Control your supply chain by detecting anomalies and illegal practices
- Retain your customers by informing and securing them
- Set up new marketing channels

- Monitor your product data flows

ATT operates as a Variable Data Provider and provides security and traceability in the management of your variable data.

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- Immediate strong authentication
- Public and private serialization
- Anti-counterfeiting, fraud detection
- Unit traceability, Track & Trace
- Integrity of products, documents, data
- Industrial engineering: integration on sites, special machines, write-read pairs,
- Control of the supply chain and retail
- Supplier monitoring and quality
- Consumer engagement tools
- IT services, tailor-made developments

Company's information

Year of foundation : 2004
Company size : PME < à 250 personnes

Target audience

All sectors
Jewelry, watchmaking
Textile
Technical Industries
Cosmetics
Home furnishing
Healthcare
Mass market products
Wines and spirits

Strengths

Assets 1 : Proved technologies for all types of industrial processes
Assets 2 : 170 active patents
Assets 3 : A very high speed of deployment

Target audience

All sizes companies

GS1 certifications

Etiquette digitalisée vins et spiritueux

Activities of software publishers / integraters

Customer management tool (CRM)
WMS/OMS/WCS logistics management tools
MES, Manufacturing Execution System
Reverse logistic solution
IOT solution

Prestations

Consumer application

Manufacturers activities

Industrial marking and coding solution

Consulting activities

Traceability consulting
Supply Chain Management consulting

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75 Avenue Victor Hugo,
92500 Rueil-Malmaison
France