PACKTIC: digital packaging platform

Grenoble (38000), France

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A true "digital hub for packaging-free", Packtic is revolutionizing the bulk and reuse market thanks to a unique product traceability and consumer engagement platform. Packtic allows you to:
- centralize and secure the dissemination of product data to meet legal traceability obligations and consumer reinsurance needs
- Enhance user data to enable brands and retailers to engage consumers in these modes of purchase, thanks to the consumer application "My Shelf"

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MANUFACTURERS & BRANDS
More than just dematerialization, our digital packaging is a new quality and marketing tool that makes it possible to control the information of bulk products and their dissemination to consumers.
- Creation and customization of digital packaging (logo, showcase page, labels, commitments, recipes ...)
- Access to usage statistics to drive marketing performance
- Open API for integration with GS1 augmented QR codes

STORES & SIGNS
Thanks to our digital traceability book and its shelf management features, stores gain in security on regulatory obligations and efficiency on shelf performance.
- Access to the Packtic product database filled in and updated directly by the manufacturers (mandatory information, origins, nutritional values, conditions of use).
- Digitization of traceability via Packtic QR codes of devices. All records and labels are recorded in a digital traceability book in accordance with the regulations, which can be extracted at any time and in case of control.
- Dissemination of complete information to consumers: by scanning QR codes and thanks to the "My shelf" application, they keep them at home, without additional labeling.
- Management of the bulk department: input assisted by visual recognition, cleaning plan, alerts, dashboard to improve profitability.

Nouveaux standards

QR code augmenté GS1

Company's information

Year of foundation : 2021
Company size : TPE < à 10 personnes

Target audience

Cosmetics
Food-service
Fresh products
Mass market products

Wines and spirits

Strengths

Assets 1 : Solution saas
Assets 2 : Architecture ouverte et évolutive
Assets 3 : Aucune infrastructure IT nécessaire en magasin

Target audience

All sizes companies

GS1 certifications

GDSN product sheet
Etiquette digitalisée vins et spiritueux

Activities of software publishers / integraters

PIM / BIM product information management
MES, Manufacturing Execution System
Image recognition

Prestations

Consumer application
Database
Digital advertising

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