

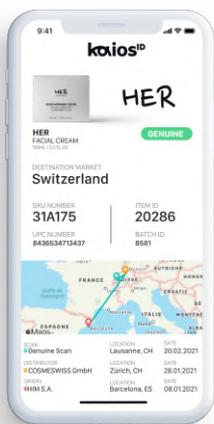
What is kaioSID?

KaiosID is an invisible product identification solution that adds a fingerprint to your product packaging, giving every product unit its own unique identity. And just like a real fingerprint, it can't be removed or manipulated.

Scanning the packaging with a smartphone brings your product to life. And while your customers learn more about your product and brand through interactive digital content, you'll learn about them.

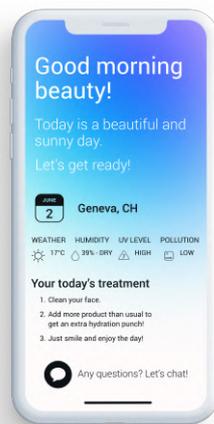
Our technology

Give each product unit a unique fingerprint by integrating invisible codes into the product's primary, secondary packaging or label, easily scannable with any smartphone.



Protect your brand

Secure your products, detect frauds, and fight counterfeiting and product diversion.



Engage your customers

Deepen your relationship with your customers through enriched, targeted content with the scan of a smartphone.

All in one

Customers become supply chain auditors whenever they scan your product packaging. All while engaging directly with your brand.



Watch demo!

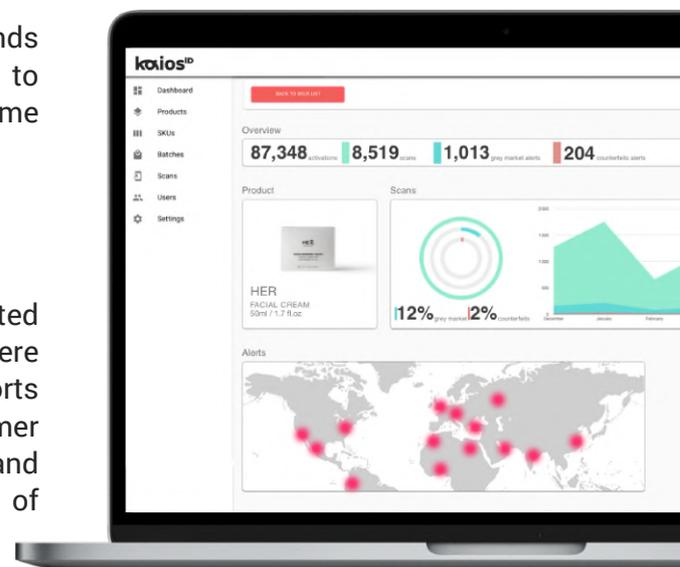
What happens with the data?

Keeping data safe

All the data is stored either in the cloud or on the brands servers. The system is built with the newest technologies to ensure both quality of service and data security. At all time brands can decide who can access to which content!

Getting value from the data

On our customizable platform, brands get relevant, aggregated information about their products – where they're from, where they're going, their authenticity, and detailed field reports whenever fraud is detected. All this enriched with consumer data! They get a bird's eye view of the whole supply and distribution chain, where spotting irregularities is a piece of cake, while gathering consumer insights!



What makes KaiosID different?

It's truly invisible.

The code is not an add-on to your packaging design like something you would find in the supermarket. Brands invest heavily in their image, which is reflected in their packaging. Our invisible solution respects that investment.

It's invincibly secure.

Not only is our solution invisible, it can also cover the whole package. This makes it impossible to remove or manipulate, taking security to a whole new level.

It's sustainable.

The future of packaging has to be sustainable. It's what customers demand, and it's just the right thing to do. We don't add any additional components to your packaging. No electronics, RFID or NFC. Or anything else.

Huge data. Precise details.

We give each product unit (or batch) a unique identifier, giving you much more granular data about your products, your distributors, your consumers, and how they all interact. All together, you get a sophisticated customer engagement and insights gathering solution that doesn't skimp on security. It's the backbone of what we do.

Benchmark

	QR Code & Datamatrix	NFC	
Look & Feel	Ugly add-on that damages the packaging's look & feel.	Bad if it is on a label. Ok if hidden inside the pack.	Invisible: respects the story telling of the product.
Security	Easy to copy. Can be scratched or paint over.	Can be removed if put on a label.	Robust and impossible to manipulate (remove, scratched, paint over) without damaging the whole packaging.
Implementation		Heavy implementation, with additional label to apply on pack. High cost of tags. (min €0.2/unit)	Smooth implementation integrated directly into the packaging's printing file. No additional process.
Sustainability		Electronic chip and antenna.	No impact on the packaging's sustainability level.

What are the integration steps?

1. Concept and strategy

Whether you are using KaiosID to control your supply chain or engage directly with your customers, we can help you set the right strategy using the right technology. Whatever suits you best.

2. Collaborative design

Each coded fingerprint placed in the packaging is made from a pattern designed in collaboration with you. Using this "mother pattern," we can create an infinite number of unique designs.

3. Smooth implementation

Your trusted printers can print the KaiosID fingerprint designs at the same time they print the product's packaging (primary, secondary or label). There's no extra step, special equipment or staff training. It's that easy.

4. Bringing your products to life

Your manufacturers activate the products with a simple scan. Now it's time to add whatever information or media you want when the package is scanned. And of course, everything will be saved securely in the cloud.

5. Setting off on the right foot

You get a first version of your custom solution, applied to 1 or 2 products. You can track and analyze your products as they move, change hands, and eventually meet your customer. After analyzing the data, it's time to optimize the solution and scale it to the rest of your portfolio.

About us

KaiosID is a Swiss company based in Lausanne, founded in 2019 by Johan Wüthrich and Raphaël Hunziker who are both packaging and brand protection experts. KaiosID's focus is to go a step ahead into the future, creating new and undiscovered worlds to engage with consumers, adding value for brand protection but above all delivering trust.

At KaiosID, it's all about trust and transparency. Just like you, our products are a reflection of who we are. We love to connect with people in an authentic way, built on trust. Our most valuable assets are the relationships we build with our team, with our clients and partners, with our investors and any other stakeholders. And with you.