

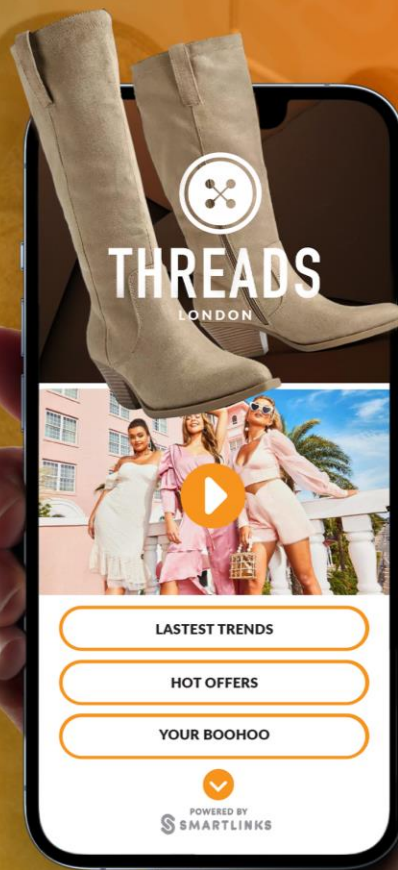


# Helping Brands Engage and Connect their Products

SmartLinks™ from Prove Anything creates dynamic portals of digital product information and engagement around your products.

Connecting you with your end consumer via QR Codes and NFC technology, to empower new channels of commerce, communication and customer service

GS1 Digital Link compatible, the new digital standard for data and information that can link to mobile apps and smart devices and read by a consumer or computer



[www.smartlinks.app](http://www.smartlinks.app)

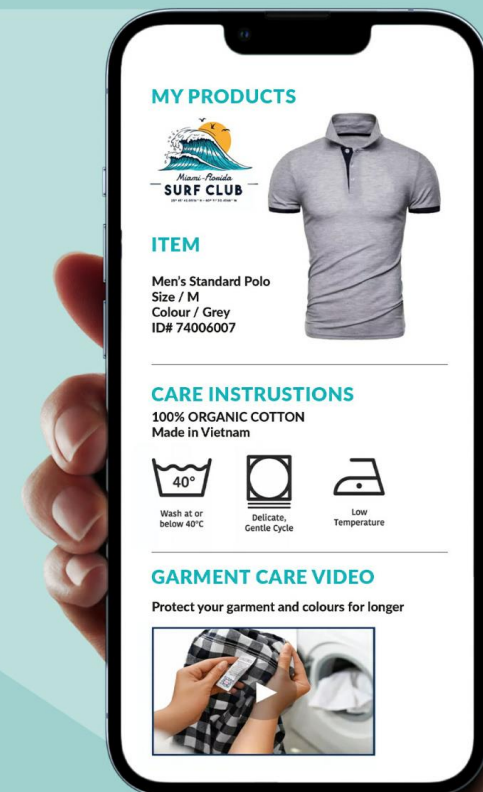
Prove Anything

# How it works...

The **SmartLinks** platform allows you to create QR codes that sit on a swing tag or on top of the label, allowing you to minimise other sections to meet legal compliance, and encourage users only to cut off if needed 'below the line'

Our resilient QR codes work with GS1 Digital Links to be scannable by machine as well as consumers and can be placed on hang tags or sewn into clothes to:

- Link to the e-commerce portal for more detailed product information or pull PIM product data. Can be used by staff or customers.
- Unique multi-brand portals that can mix in manufacture stories, material marketing data and retailer data that could be even geolocated to where the customer scans the code





# Clothing Labels

Clothing Labels are getting more and more complex, both for the sewn tags and the hang tags, often containing:

- Branding details
- Washing symbols
- Written washing instructions in multiple languages
- Material details in multiple languages
- Manufacturing Origin

These sometimes mean that sewn tags extend to multiple tags and are written in harder and harder to read font sizes, all of which frustrates. As a result, users often just cut out tags and losing important information.

Additionally hang tags, are getting longer and more complex, with a mess of brand and material marketing information, which is expensive and ultimately just thrown away by the consumer immediately



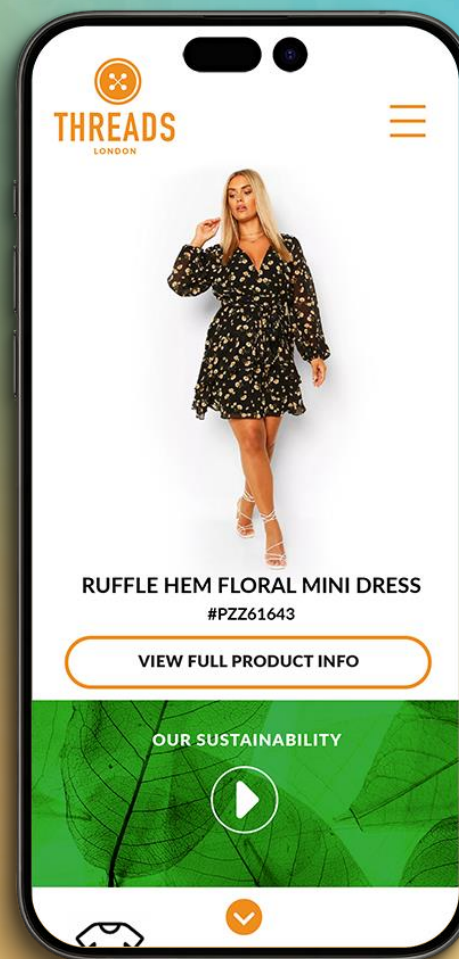
# Digital Product Passports

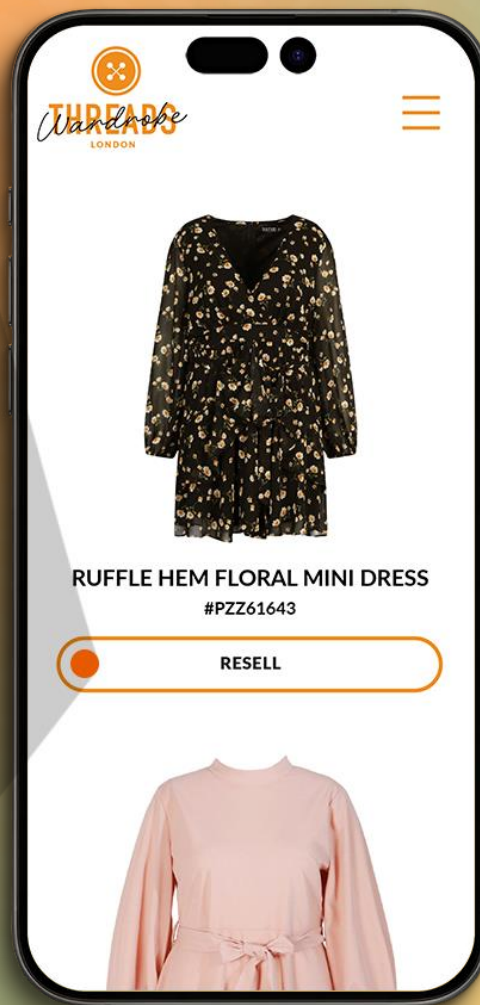
Incoming EU law around textiles in 2026 will insist that all clothing has full traceability and details around its environment impact.

Equally, younger consumers are starting to care about the ethical of companies, and they want to see that directly reflected in the products they buy. Our SmartLinks platform can help you track this information, and report on it directly to the customer on a per product basis.

## The kinds of stories that can be told include:

- The complete materials story from sourcing through to processing and transport, from distance travelled to ethical audits
- The total carbon footprint from manufacture, sales, usage to recycling
- The % of materials and packaging that are both made up from recycling materials and that can be recycled





## Track your wardrobe

Putting SmartLinks™ QR Code (or NFC Tags) in your clothing is not just about showing your eco-credentials, it can be all about connecting you with your customers, by keeping product data even after it's gone from the ecommerce store. From a simple code on Swing Tags or in sewn in labels you could:

- Create your own wardrobe & fashion edit of owned items or wish lists (deep linking to the existing apps)
- Recommend to friends - with rewards
- Find and purchase matching products
- Give size and fit feedback
- Resell on your own or other secondary markets

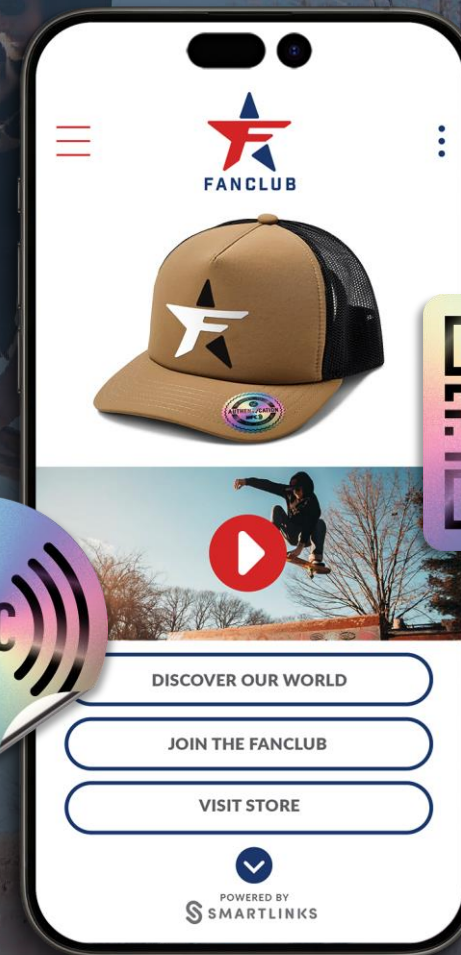


# Marketing, Engagement & Analytics

Connecting via QR codes or NFC chips, our product portals securely link to engagement tools, product information, authenticity and exclusive offers and experiences.

Dynamically updatable content which can be targeted by location, demographic that can connect with:

- Mobile apps
- Competitions and games
- Surveys and feedback
- Social links and websites
- Exclusive sales, clubs and marketplaces
- Special offers, discounts and loyalty





**SmartLinks brings your products to life. Using our solution packaging and products are brought to life, giving colour, context and voice while enhancing customer service and experience.**

Secure, authenticated and washable NFC tags can be embedded or sewn in to clothing and accessories to prevent forgeries and ensure your customer has the genuine product, with optional blockchain digital twins.

Our portals create layers of information for manufacturers, distributors, retailers, and the end consumers, which can include:

- Authenticity, warranty and ownership information
- Dynamic multi-language support and instructions
- Showcase latest adverts and campaigns
- Commerce links to replace and gift product
- Commerce links spare parts and linked products
- Customer service and help portals
- Videos and exclusive content
- Feedback, surveys and competitions
- Showcase green and sustainable practices and advocacy
- Disposal, reuse and recycling best practice and incentivisation
- Permission structure for information and offers to be added by retailers and resellers





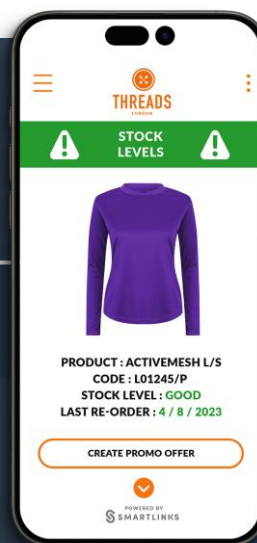
Our Smart Link's are compatible with GS1 Digital Link Standards designed to be part of new digital standards for data and information that can link to mobile apps and smart devices and read by consumer or computer.

This means valuable GTIN/SKU data can be read directly from the code even without internet access. Useful for everything from stock checks, recall information, staff discounts, this can speed up a staff members job or make it easier for them to help a customer.

By making all these links per-SKU/product, Smart Link™ Analytics can track and report on engagement broken down into the where, what and when customers are connecting with your brand, giving you valuable insights and helping in future marketing decisions.



FROM JUST  
ONE CODE...



PRODUCT  
STOCK  
LEVELS



PRODUCT  
UPDATE  
CHANGES



PRODUCT  
RECALL  
INFO





We are the first extensible app platform for digital twins and in the consumer goods market we are looking for forward-thinking partners who would be open to helping us innovate in building a world leading standard for which we already have major press, market, and regulatory interest



### The Smart Link™ app toolset includes:

- Certificate of Authenticity
- Warranty and Proof of Purchase
- Provenance Stories of the item's creation or manufacture
- Service history
- Ownership History and transfers
- Documentation and Manuals
- Loyalty and rewards
- Feedback and reviews
- Food ingredients and allergy / diet alerts
- Recipes and guides
- Cooking instructions
- Washing instructions care labels
- Materials and materials provenance
- Locked owner content and membership
- Competitions, Games and Prizes
- Owner contributed digital logbook of the item
- IOT inputs
- Link to resale marketplace
- Links to replacement parts
- Links to community and owners
- Links to claim metaverse twins
- 3rd party extendible plugins
- Recycling options and rewards
- Targeted Product Advertising