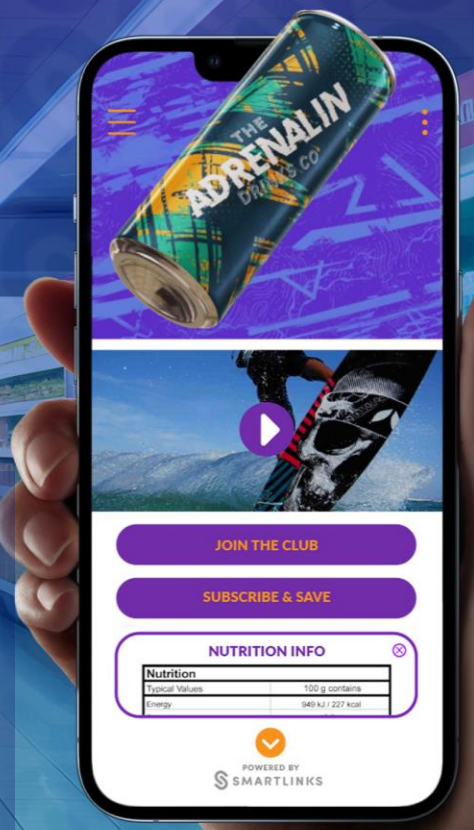
SMARTLINKS

Smarter Packaging for a Connected World

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

Connecting you with your end consumer 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



PROVE ANYTHING

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For Food & Consumables

Prove Anything's Smart Link labelling solution has benefits for the food industry bringing new standards to communicate to customers

Our completely customizable URL encoding platform can work with your own SKU/barcode schemes or is fully GS1 Digital Link compatible. We create digital portals built around your food and beverage products that engage, inform and connect with your consumers

Our Product Portals can link to dynamic and updatable consumer information for:

- Origin and provenance stories
- Ingredients and allergens – with immediate allergy alerts
- Nutrition and diet information
- Recipes and cooking instructions
- Localised and personalised content
- Commerce links for repurchasing and related products
- Competitions & engagement
- Push notifications for alerts, recalls and labelling errors.

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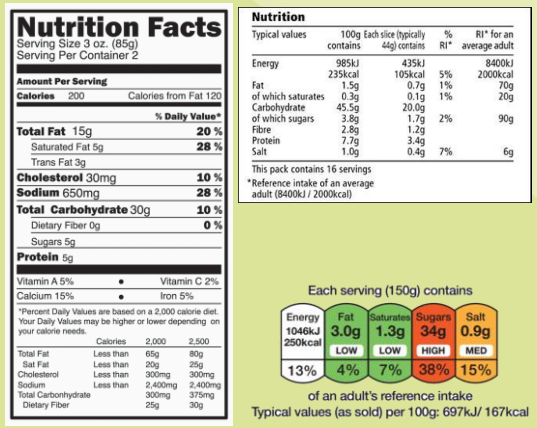
Inform & Engage

Bring your products to life by telling the provenance and origin stories of your ingredients and recipes…

Consumers are becoming more interested in what goes into the food and beverages they consume, whether it is for health, ethical, environmental or their religious preferences, your customers are starting to demand and require greater transparency in the supply chain

Our platform allows you to share this information in a rich toolset of apps that manage and display ingredients, and ingredient provenance, while engaging and adding value with articles and videos that can share the story of environmental and sustainability practices, recipe creation and charitable achievements



Nutrition Facts
Serving Size 3 oz. (85g)
Serving Per Container 2

Amount Per Serving	
Calories 200	Calories from Fat 120
	% Daily Value*
Total Fat 15g	**20 %**
Saturated Fat 5g	**28 %**
Trans Fat 3g	
Cholesterol 30mg	**10 %**
Sodium 650mg	**28 %**
Total Carbohydrate 30g	**10 %**
Dietary Fiber 0g	**0 %**
Sugars 5g	
Protein 5g	

Vitamin A 5%	•	Vitamin C 2%	
Calcium 15%	•	Iron 5%	

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbonhydrate		300mg	375mg
Dietary Fiber		25g	30g

Nutrition

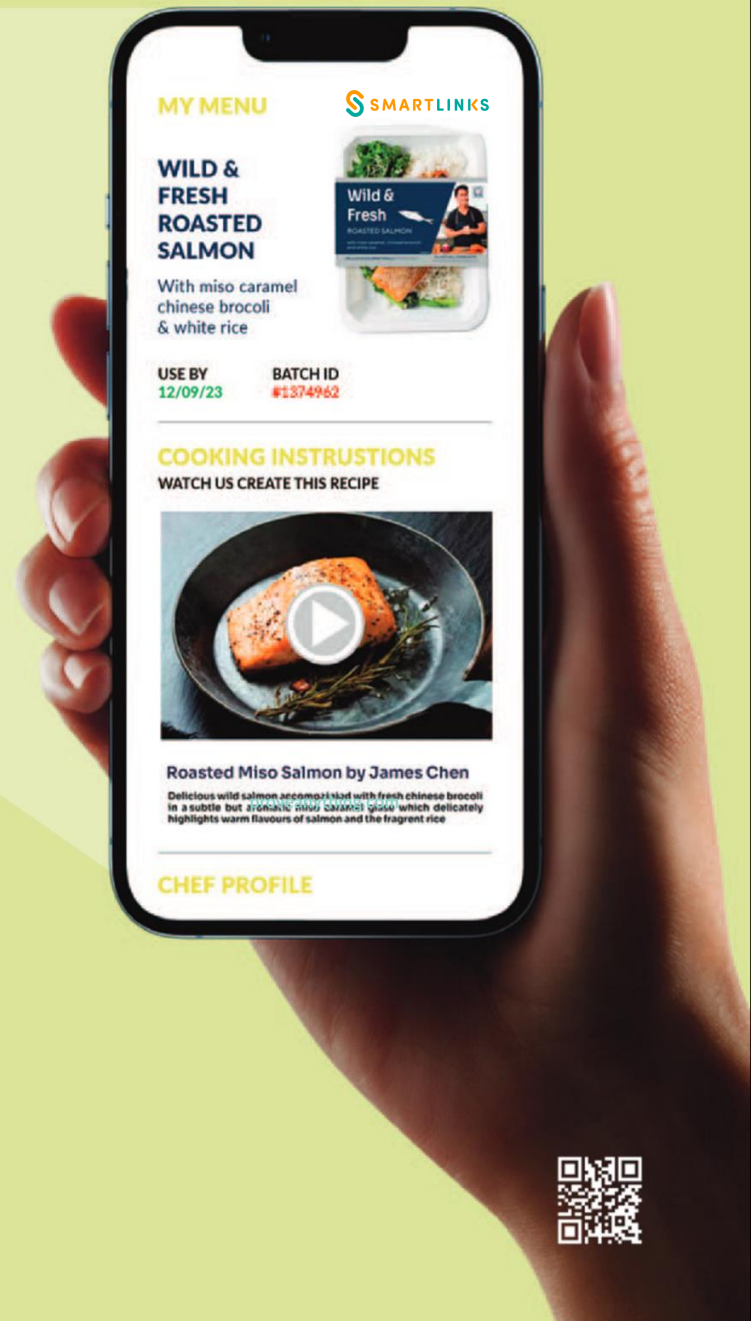
Typical values	100g contains	Each slice (typically 44g) contains	% RI*	RI* for an average adult
Energy	985kJ 235kcal	435kJ 105kcal	5%	8400kJ 2000kcal
Fat	1.5g	0.7g	1%	70g
of which saturates	0.3g	0.1g	1%	20g
Carbohydrate	45.5g	20.0g		
of which sugars	3.8g	1.7g	2%	90g
Fibre	2.8g	1.2g		
Protein	7.7g	3.4g		
Salt	1.0g	0.4g	7%	6g

This pack contains 16 servings
*Reference intake of an average adult (8400kJ / 2000kcal)

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g LOW	1.3g LOW	34g HIGH	0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal



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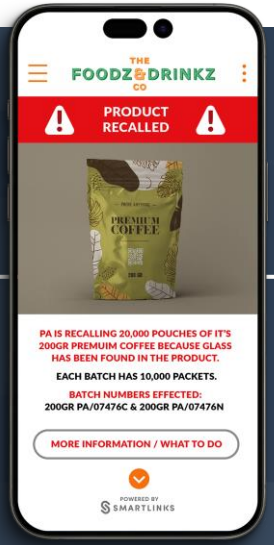
Our Smart Links are compatible with GS1 Digital Link Standards designed to be part of new digital standards for data and information that can link to mobile apps and smart devices and read by consumer or computer

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

FROM JUST ONE CODE...



PRODUCT RECALL INFO

PRODUCT UPDATE CHANGES

PRODUCT STOCK LEVELS AND EXPIRY BATCH TRACKING

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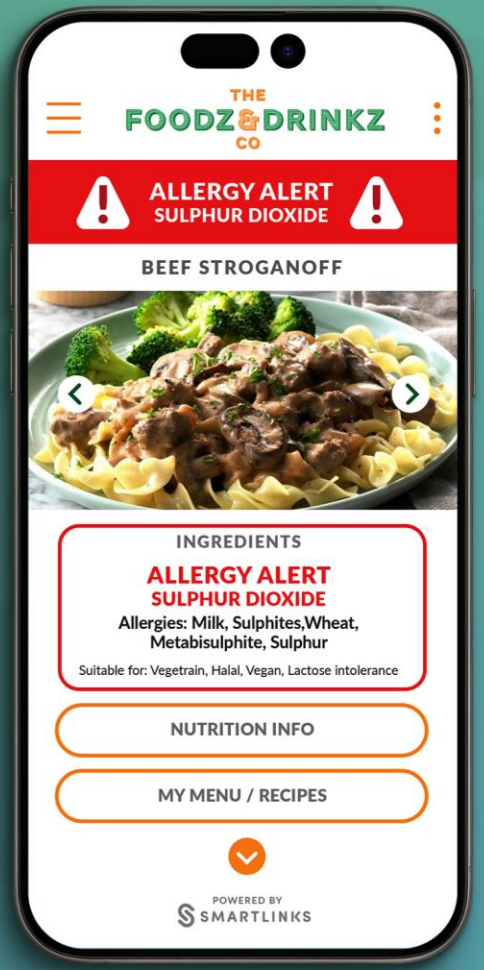
Accessibility & Allergens

Whether it is for ready-to-eat Pre-Packaged for Direct Sale (PPDS) food sold in cafes, or pre-packed food and ingredients in a supermarkets, our Smart Links QR codes provide the right information the customer needs

We take the next logical step beyond the 'Natasha's Law' which is to make Allergy information able to:

- Immediately alert the customer if a product contains a known allergy they have
- Present allergy information in and way to meet accessibility requirements (large font, high contrast, screen reader, etc)
- Partner with 3rd party accessibility tools and apps



Accessible Packaging

For companies and consumers –language is a big issue. Whether it's needing to print packaging in multiple languages; or struggling to read critical allergy information in a foreign country, SmartLinks can help

When a customer scans a pack we can:

- Present in multiple styles and formats with language/accessibility options to match customer's needs
- Store a customers preferred language and present dietary and allergy information in their own language regardless of the main packaging language

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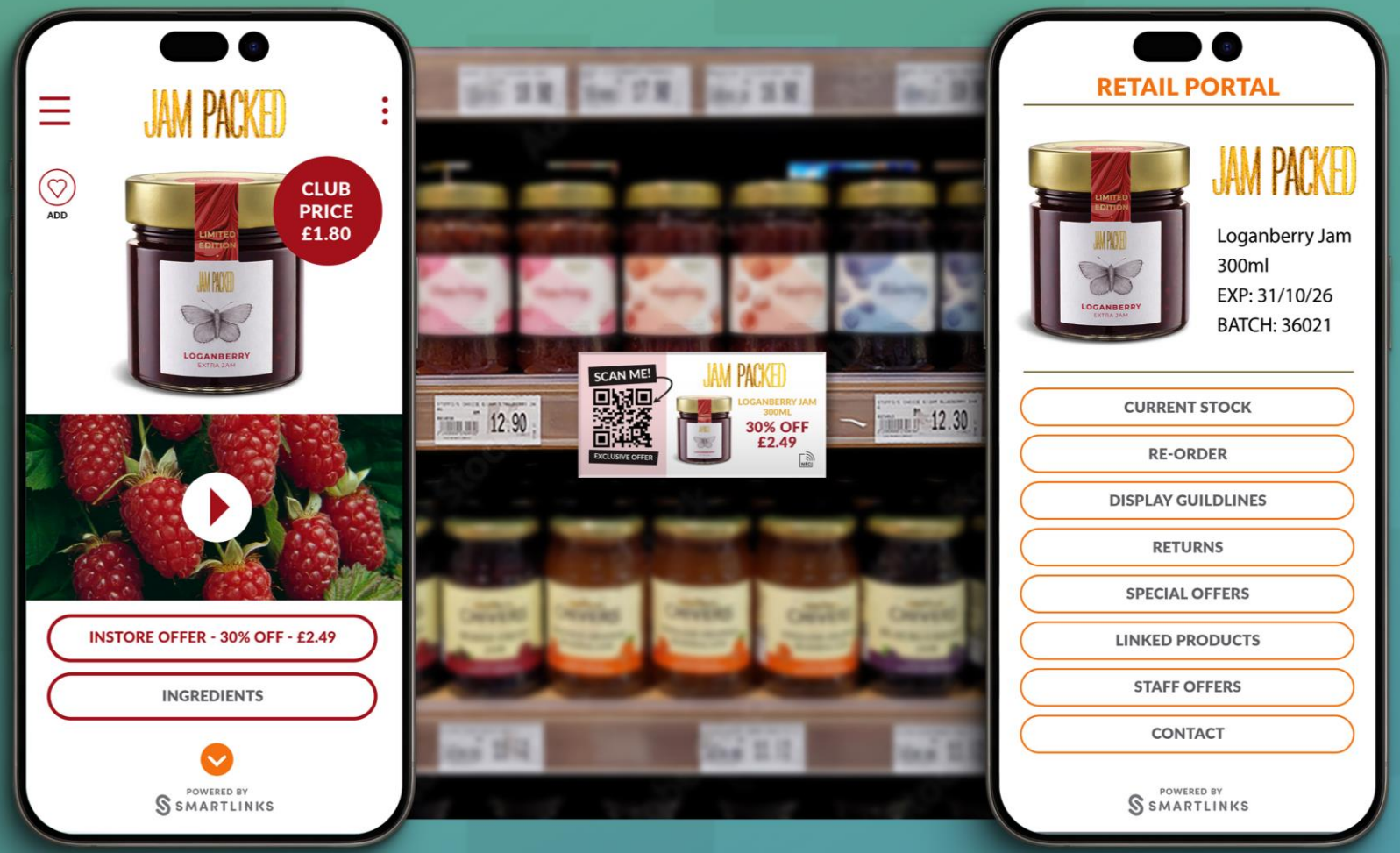

Instore Shelf Tags & Signage

The Smart Links platform can also give contextual information meaning that consumer, retailers, distributors and logistical partners all scan the same consumer facing QR code but are delivered different sets of information

This could be display guidelines or special offers for retailers, origin and regulatory information for export agencies or storage information for distributors

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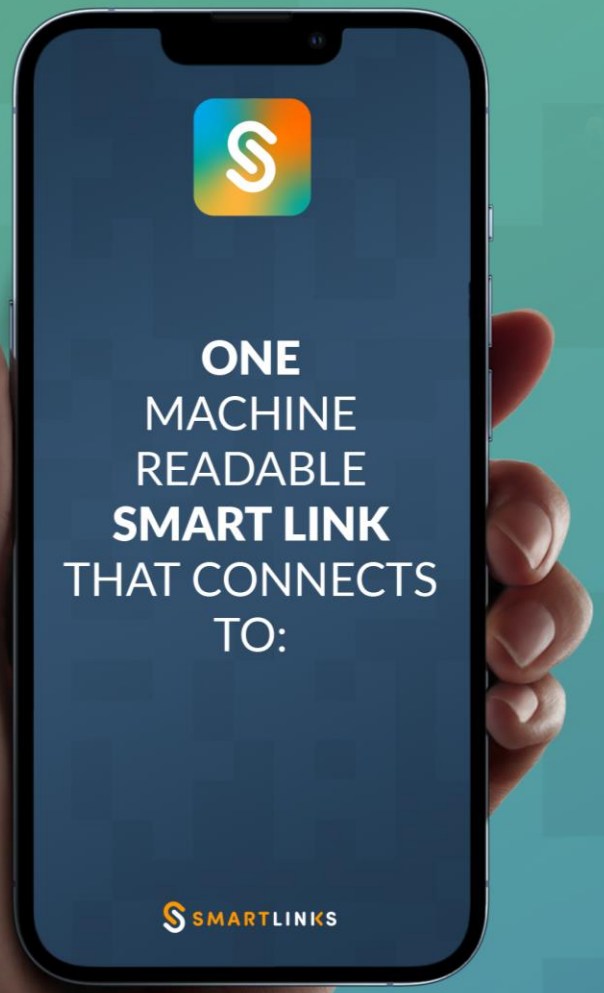
Consumer Engagement & Enrichment

3rd party Accessibility Health, Diet & Recipe Apps

Smart Kitchen Appliances & Devices



Corporate Solutions & Systems

Inventory & Product Information Management Systems

Logistical & Export Information and Updates

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Marketing, Engagement & Analytics

As of today, many manufacturers and retailers use QR codes to simply create engagement with customers. However often these end up with embarrassing dead links or closed competitions

As well as practical legal information Smart Link™ can link to all of your current or planned QR code engagements with dynamically updatable data that can connect with:

- Mobile apps
- Competitions and games
- Surveys and feedback
- Social links and websites
- Offers, discounts and loyalty

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

We are the first extensible app platform for digitals twins and in the food space 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

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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

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