



## QWASI TECHNOLOGY ACTIVATES CELLOTAPE WITH TRACK AND TRACE PRODUCT SUPPLY CHAIN

*QWASI AND CELLOTAPE UTILIZE NFC AND RFID ENABLED SMART PRODUCTS AND LABELS TO PROVIDE MORE VISIBILITY AND ACCURATE TRACEABILITY OF PRODUCTS IN THE SUPPLY CHAIN.*



### CHALLENGE

*Managing discrepancies, recalls, incomplete orders, misinformation, lost items, and inventory and packing issues in the supply chain.*

Regulating mistakes in the supply chain is no easy task. But, Cellotape has utilized its printing and labeling technology to provide more tracking capabilities, accuracy, and convenience for its partners.



“We have been working with QWASI to innovate the packaging space, and now including track and trace to understand where ingredients sourced from to the containers they are shipped in, into the store location, and ultimately owned by the customer.”



**NICK TESTANERO**  
PRESIDENT, CELLOTAPE



### SOLUTION

*Leveraging Near Field (NFC) technology to permit wireless, two-way communication between a smart label or tag and phone.*

QWASI TECHNOLOGY and Cellotape provide bar-coded labels for pallets, bins, cases, and packages to offer brands a digital channel for supply chain management and regulation. These tags and labels reinforce safety and security with product authentication, permit asset tracking and mobile traceability, and increase transparency with access to origin, supplier, packaging, and delivery information. These capabilities ultimately build trust between brands and consumers and strengthen communications.



**SMARTPRODUCTS**  
“ANYTHING IS POSSIBLE”



## RESULTS



- +365-degree traceability of products*
- +Increased product safety and security*
- +Supply chain visibility and process transparency*

QWASI TECHNOLOGY activation of Cellotape partners will increase accountability in the supply chain and will verify and regulate the product journey. If there are inventory, packaging, or delivery problems -- or a recall -- brands have the opportunity to target the products at risk, rather than recalling everything, which increases product-value, cost-saving, and the effectiveness of regulatory practices. The true value of this system, however, is its ability to identify data points in the system and make changes to build trust and confidence with customers.



80%

Using item level tagging delivers an 80 percent improvement in shipping/picking accuracy and improves order receiving time by 90%.

GS1

10%

The global RFID technology market is expected to grow at a CAGR of 10.2 percent from 2021 to 2026, due to advances from counterfeit issues experienced with COVID.

GLOBE NEWSWIRE

96%

RFID tags improve inventory labor productivity by 96% and increase item availability for retailers to boost sales by 18 percent.

ADVANCED MOBILE GROUP

## ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID-safe, touch-free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

