

Establish Supply Chain Transparency and Tackle Counterfeit, All While Building Consumer Engagement

SigmaLedger's solution brings Digital Track & Trace and Counterfeit Prevention to the next level

- Powerful combination of **blockchain technology** and **consumer engagement**
- **Trust, control** and **security**
- Process governance and automation utilizing **smart contracts**



SUPPLY CHAIN TRANSPARENCY

- Increase digital traceability
- Optimize recalls
- Integrate sensor data



COUNTERFEIT PREVENTION

- Validate authenticity of products
- Prevent fraud in goods, and coupons
- Deter product diversion



DIGITAL DIRECT MARKETING

- Establish new channel for consumer engagement
- Guarantee communication authenticity

