



RFID

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SEPTEMBER 30 - OCTOBER 1, 2020

Breakthroughs in Smart Packaging

Revolutionizing the Link Between
Manufacturers and Consumers



Edson Perin

Founder and Editor of the
IoP Journal – The Internet of Packaging



To understand this presentation, you must first know “picanha”, the delicious beef cut in Brazilian BBQ

Churrasco = Brazilian Barbecue

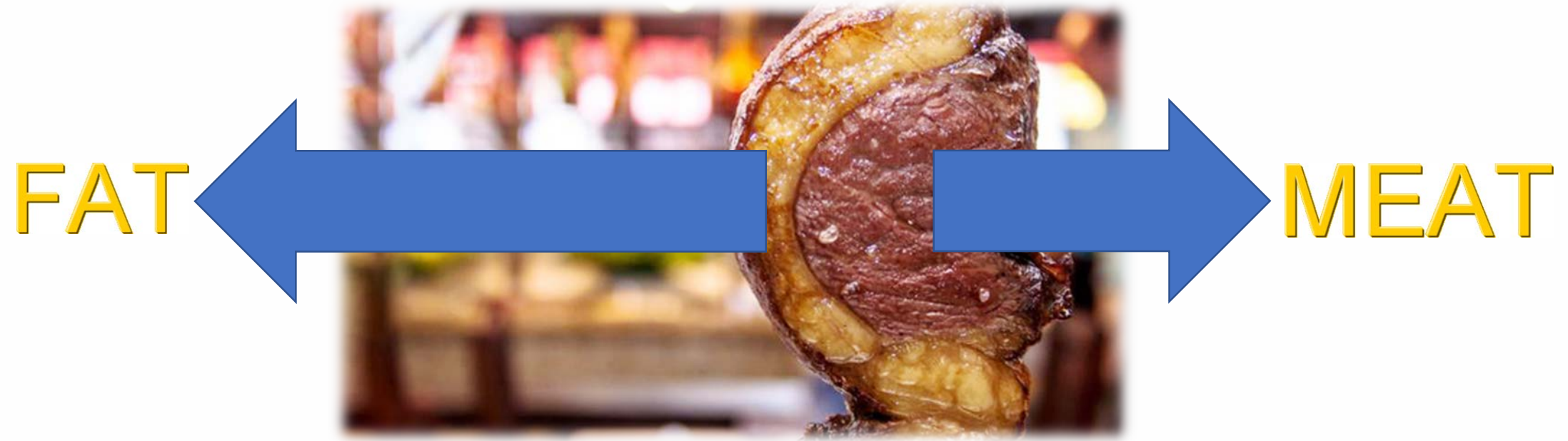
- Picanha is a Brazilian type of beef cut
 - Very tasty
 - Very soft
 - Very juicy
- Picanha is part of a larger beef cut called “coxão duro”
 - Coxão duro gives good (hard) steaks
 - Coxão Duro = Hard Meat



**Then, how can
picanha be a soft beef
at the Brazilian BBQ,
if it comes from a
hard cut?**



The answer...





Fat makes picanha

- Soft
- Juicy
- Tasty
- Delicious



Marcos
Bassi

NEVER Cut Picanha Fat !



It is a CRIME

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The Brazilian Barbecue Math



Picanha = High Cost
Coxão Duro = Low Cost



Cut Picanha Fat = Expensive Coxão Duro

Edson, what it has to do with RFID?



OK, I will tell you...

The answer...



Picanha and RFID

similarities



RFID vs Picanha

- RFID = part of The Internet of Things
 - Like picanha is part of coxão duro
- RFID can be used for identifying and tracking products
 - Like picanha can be a good steak in a Brazilian BBQ
- BUT if we use RFID just for identifying and tracking, it is like cutting fat from picanha and eating just “coxão duro”

in other words...

**We are probably
wasting the best and
more profitable part of
the RFID**



Edson, are you saying we
can do more with RFID?

YES!

WELCOME TO
IOP
THE INTERNET OF PACKAGING

IoP is POWERFUL

- IoT ≡ The Internet of Things
 - Anything from merchandise to assets
- IoP ≡ The Internet of Packaging
 - IoP is the Internet of “Things on a Supply Chain”
 - IoP is PROFITABLE

IoP + RFID

- RFID can be used to...
 1. Identify and Track – as we all know
 2. Ensure Product Authenticity
 3. Facilitate Sustainability Initiatives
 4. Improve Customer Experience



5. Transform Package into Electronic Media

Media on 1980's - 1990's

- Manufacturers could use media to reach almost everyone
 - Newspapers
 - Magazines
 - Movies
 - Radio Stations
 - TV Stations



After 1990's

- Advance of Internet
 - More medias
 - More channels
 - More content
- Mass Communication became less efficient
 - There is no more Mass Media like in the past



Manufacturers approaching Consumers

- Internet of Packaging is the game changer
 - Smart Packaging
 - More Active at the Supply Chain / Reducing costs
 - Reliable and Secure / Authentic Products from the Origin
 - Consumer Experience / More Fun, New Services
 - Sustainable / How to Discard and More
 - And a Powerful Electronic Media

Market Size

- **Global demand for Electronic Smart Packaging features**
 - US\$55 million in 2020
 - US\$895 million in 2030
- **21 billion packages sold in 2030**
 - Will have Electronic features to enhance the package

Source: IDTechEx



Technologies / Smart Pack / Media

- **RFID tags**
 - NFC (Near Field Communication)
 - UHF
- **Digital Printing**
 - Watermark
- **Augmented Reality (AR)**
- **QR Code**
 - Digital Matrix
- **Barcode**



- Brazil has the first *Smart Packaging Center of Excellence in Latin America*
- Success Case
 - HP Deskjet Ink Advantage 3700
 - Play video (next)



costs and carbon footprint.

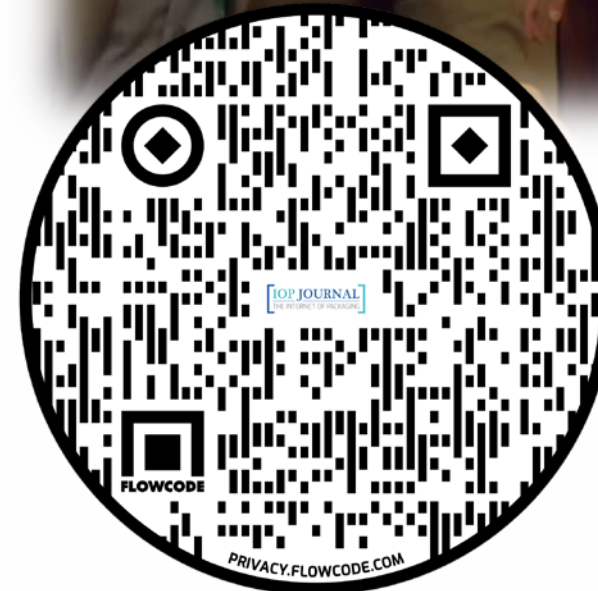
Smart Packaging Marketing Tool

- IoP Journal interviewed Michael Elias, Chief Revenue Officer at Evrythng
- 2019, Shanghai, China
- He said: Smart Packaging will make product packs behave like electronic media
- Identify, track, fight counterfeit and combat diversion are just part of the power of Smart Packaging



Packs as Marketing Tools

- You can watch this interview at *iopjournal.com*
Search: Elias
- Or point your smartphone camera to the QR Code 



One more Smart Pack video



Today's Lesson

- **Brazilian BBQ: never let anyone cut fat from your Picanha**



- **Or... make a higher Return Over Investment (ROI) on RFID**

Point your camera



THANK YOU



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