

AKOMEX Group

DIGIMARC

TECHNOLOGY OF THE FUTURE IN AKOMEX GROUP



DIGIMARC is a digital watermark which can be put on the entire packaging. It is practically unnoticeable for an eye, thanks to which it allows to meet the highest standards with regard to aesthetics of packaging. It has all functionalities of a classic barcode but it guarantees completely new possibilities in terms of logistics, communication with a customer or recycling.

HOW DOES IT WORK?



1. Digimarc is a code built of repetitive 2D patterns which comprise spots minimally contrasting with each other "embedded" in a packaging graphic design.

2. The system of pixels designed this way enables barcode scanners, smartphones or cameras to detect encoded information.

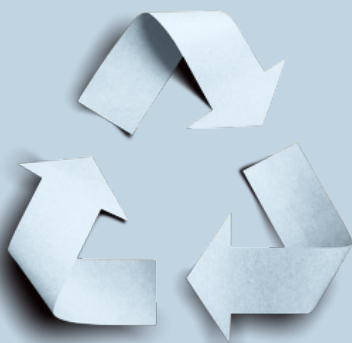
! The Akomex Group is on the official list of recommended Digimarc partners, and packaging with the digital watermark has been manufactured by it already since 2019.

BENEFITS FOR MANUFACTURERS

- + EAN code functionality
- + Read out by barcode scanners, smartphones and cameras
- + High aesthetics of packaging ("invisible" barcode)
- + Does not occupy place on packaging (particularly important in the case of small labels)
- + Extended possibility of communication with a customer
- + Facilitates serialization of packaging and control of quality
- + Does not require special raw materials, inks or printing techniques
- + One-off cost of implementation

BENEFITS FOR A CUSTOMER

- + Instant access to full information about a product
- + Direct access to brand content (social media, promotions)
- + Faster scanning of products at checkouts - shorter time of service
- + Easier - recycling



Digimarc is a technology which gives new possibilities in terms of a circular economy. Full information about the raw material used can be ciphered in Digimarc code. It allows to identify the raw material in sorting plants by means of cameras and, afterwards, to automatically segregate and utilize waste.

This is what recycling of the future looks like!



Contact us

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