

The Côtes du Rhône winegrowers move to Smart Packaging with HP Indigo solution

The challenge

Revenue loss attributed to counterfeiting in the wine and spirits industry is estimated at a startling €2.7 billion each year. To combat this issue, the winegrowers' association of Syndicat des Côtes du Rhône began searching for a highly secure brand protection solution that would protect their renowned wines worldwide.

The solution

Printed on the HP Indigo 6000 digital press, a VeoMark® security label with anti-counterfeiting measures was provided with the wine bottles. The consumer only needs to scan the QR code with his smart device, match the number shown on the screen with the one embedded on the bottle, and the system checks and confirms the product's authenticity.

The results:

Following successful results, more than 100 Chateaux in the wine segment, including the largest French wine producer 'Castel', decided to work with this HP indigo printed solution! The quality seal also enabled both the association and individual winemakers to communicate directly with consumers and generate added digital value.

Press	Convertor	Trend	Inks	Media	Partner
HP Indigo 6K	Talis Haftetiketten Schwäbisch Haller Etiketten	Connected QR code	CMYK	Coated paper	SCRIBOS

