

PERSONALIZED CUSTOMER EXPERIENCES

RafMore Ecomm by **UPMRAFLATAC**

Labeling a smarter future



Digital solutions for your brand at
upmraflatac.com/rafmore



ENGAGE YOUR CONSUMERS

Increase and measure brand loyalty by offering relevant, tailored content



END-TO-END TRACEABILITY

Trace your products throughout the supply chain

UPM Raflatac's RafMore is a smart label solution that gives individual packages unique digital identities and connects them to the web. RafMore uses Internet of Packaging (IoP) technology to log and share information about packages as they move through the supply chain. This makes it possible to deliver tailored marketing content, provide direct customer service, and optimize logistics, resulting in a more convenient, customized user experience.

Consumers want to easily make returns, reorder, and give immediate feedback if there are any issues with a shipment. RafMore turns packaging into a direct communication channel and provides consumers with more visibility and flexibility in scheduling delivery times and locations. The information attached to the label can be updated, online or by scanning the code, without then needing to print a new label for the package. RafMore supports inventory forecasting, enables proactive handling of shipment delays, and improves accuracy of deliveries

Easy and cost-efficient to implement, RafMore is a flexible, low-investment solution.

- Works with any standard, machine-readable code (barcode, QR, digital watermark, RF-ID, NFC etc.).
- Compatible with all mobile device platforms.
- Can support your existing unique codes, issue new unique codes, or combine multiple codes (i.e., batch transport packaging codes and individual product packaging codes).
- Plugs in to your existing systems and APIs.
- No investments in infrastructure, software, or heavy IT integration required.

Improve the user experience to boost consumer loyalty

- Gain real-time, actionable data.
- Improve inventory management and supply chain insight.
- Full end-to-end interoperability between supply chain stakeholders without requiring heavy IT integration.
- Reach sustainability goals by reducing packaging material waste and digitalizing paperwork.
- Add transparency, reduce inefficiencies and waste, and improves the user experience for all supply chain stakeholders.
- Add services like origin verification, product authentication, and options to enhance data.

