

Gartner®



Customer or Patient Innovation of the Year

Danone



DANONE
ONE PLANET. ONE HEALTH

Track & Trace Baby Formula

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Danone — a leading provider of baby formula — is the only company to offer parents with a two-step verification process on its products, comprising a combination of two QR codes: one on the outside of the packaging and one on the inside. The outer QR code can be scanned before or after purchase and provides detailed information about the brand and the product. The inner QR code is secured by a seal and is a crucial step for retracing product validation. Any additional scans of the outer or inner codes will result in a warning.

Scanning the first QR code on the outside of the package provides information about the expiry date, production date and origin of that specific unit. The second QR code can only be accessed by removing the tamper-proof seal from the outer package. When scanned by the consumer, this inner QR code validates that the product inside is baby formula from Danone.

Danone installed QR application equipment scanners across its end-to-end supply chain to scan each unit at key moments as it travels from factories to the hands of the consumers. There are serialized shippers and pallets, allowing the company to aggregate data for each unit. The result is a sophisticated, one-of-a-kind packaging system that leverages Industry 4.0 technology to provide unit-level traceability throughout the supply chain and complete product validation for the consumer.



Benefits

- Danone believes it's offering one of the most comprehensive traceability services in the baby formula industry.
- A total of 21 countries now benefit from Danone's QR code technology.
- This tracking system is powered by blockchain, serialization and aggregation technology, which offer a safe and secure method of storing data and information on the movement of products through Danone's supply chain.



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