



## WINNER: MAGIC ADD: UNIQUE SMART CODES

While our Sustainability Awards this year celebrate the achievements of some of packaging's biggest names and multi-billion euro players, the winner of our overall Best Innovation category is a Finnish start-up that was only founded in 2011. Magic Add is in fact not a packaging business, but developer of one of the emerging technologies that will enable the packaging of tomorrow to transform its relationship with our lives. Put basically, Magic Add is a content and data platform that can generate huge numbers of unique IDs that can be encoded on packaging with QR codes, RFID or any other system. This is a significant step towards making the 'Internet of Packaging' work and making it economically viable.

The applications of Magic Add technology are manifold. It has already been demonstrated successfully in a marketing application, in collaboration with Huhtamaki and media company Sanoma, whereby disposable coffee cups were printed with unique codes which gave consumers two months' free access to an on-demand video streaming service. The initiative delivered three times as many clicks (or scans) through as Google Adwords.

Much more can be written about the potential of Magic Add to facilitate new forms of marketing by connecting packaging to tailored digital content and to transform packaging into a potent new advertising medium. However, it is the contribution to sustainability in packaging that we are recognising in our awards. The data platforms behind Magic Add helping power the Internet of Packaging open up new possibilities in terms of efficiencies in the logistics chain and reduction in food waste. When a package moves into the retail channel, its code can connect the retailer with far more information, and more leveragable information, than the traditional label. This makes management of expiry date better, with mechanisms such as dynamic pricing to ensure products reach the consumer before they go off. Further down the line, these codes are capable of communicating with the consumer's smart fridge. Tomorrow's consumer will receive prompts to use up food before it expires – perhaps accompanied by recipes for the combinations of vegetables that need to be cooked soonest.

'For food products this opens the way to a smart logistic chain all the way to the consumer's fridge,' Samuli Manninen, CEO of Magic Add, tells Packaging Europe. 'A

single unique code on a package can double as marketing tool, supply chain tracker, and freshness indicator. The code in itself is just a connector. What we envisage is the creation of an ecosystem rather like the App Store. Different companies and developers will be able to create customised apps for a host of different needs. The best applications come when data is available to developers – so brand owners, who own the data, will be in the position of driving the ecosystem.'

There is a great deal of potential to use packaging more efficiently – and this apparently simple step of creating the platform for millions of unique codes is a rather important step forward in making it smarter. As we stand at the tipping point of the Internet of Things, augmented reality and technologies such as Google Glass, Magic Add is a timely and very exciting arrival on the scene.

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