

TRACCIABILITÀ CERTIFICATA E RAPPORTO CON IL CONSUMATORE



CHI SIAMO



SIDE
SOFT



CATA

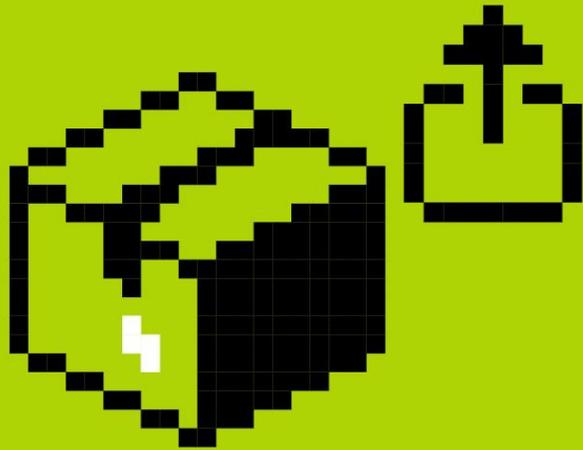


LE TECNOLOGIE RFID-UHF E NFC AL SERVIZIO DI INNOVAZIONE E TRASFORMAZIONE DIGITALE



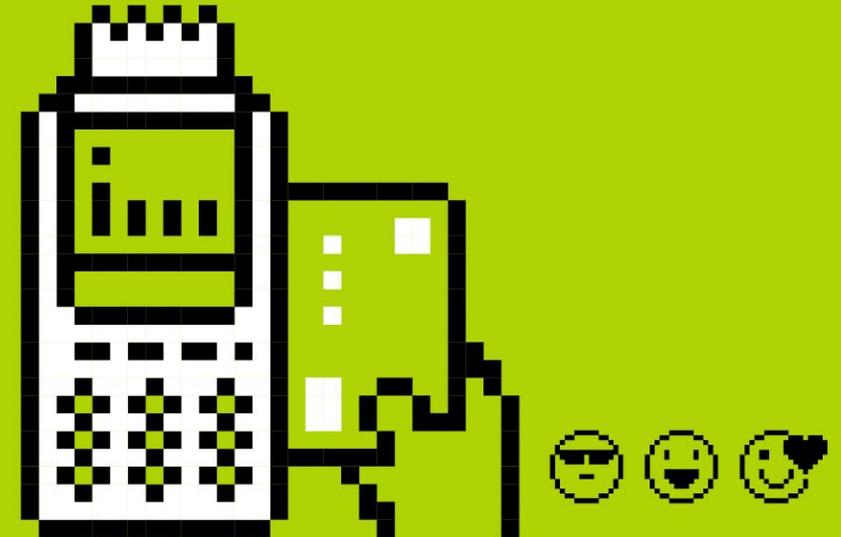
RFID

**Radio Frequency
Identification**



NFC

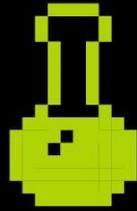
**Near Field
Communication**



PROBLEMI OPPORTUNITÀ

contraffazione





935 milioni di euro
di mancate vendite ogni anno





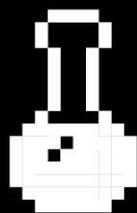
L'Italia è il quarto Paese più colpito al mondo dalla contraffazione dopo Stati Uniti, Francia e Germania, per un ammontare totale delle perdite pari a circa **225 milioni di euro.**



PROBLEMI OPPORTUNITÀ

forte crescita





Il settore beauty in Italia è in forte crescita. E questa manifestazione ce lo dimostra.



In testa alle vendite del settore cosmetics figurano i **prodotti per il viso**, seguiti da creme **antirughe** e **antiage**



Il **59%** della produzione è destinata al mercato interno mentre il **41%** alle esportazioni, principalmente verso Germania, Stati Uniti e Francia

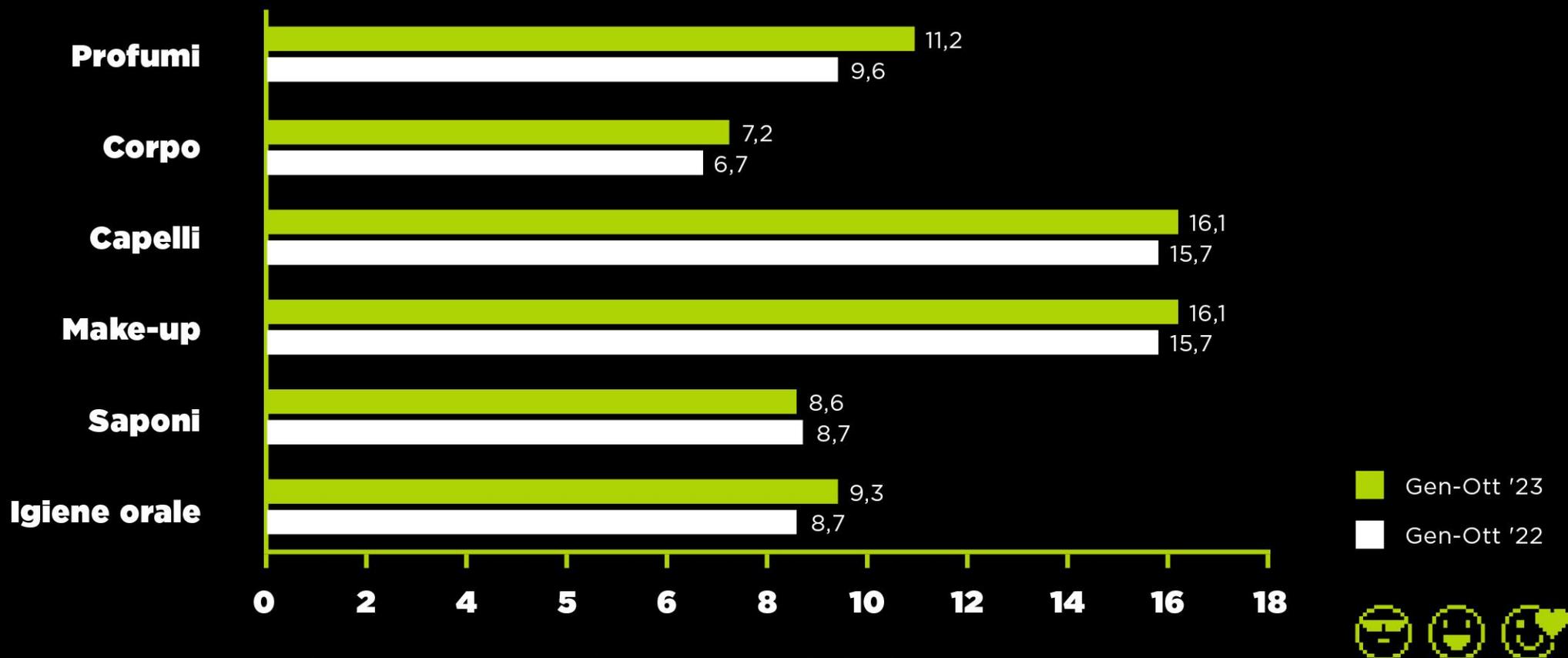


Fatturato di 13 miliardi di euro



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Cosmetica: quota di mercato italiana sul totale europeo



Nota: i settori sono rappresentati in ordine decrescente per valore delle esportazioni nel 2023.
Fonte: elaborazioni Intesa Sanpaolo su dati Eurostat



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Consumo di cosmetici degli italiani: evoluzione dei canali

	consuntivo 2022 11,5 mld +8,5 Var. % 22-21	preconsuntivo 2023 12,5 mld +8,9 Var. % 23-22	proiezione 2024 13,5 mld +8,4 Var. % 24-23
Mass market	4,8 €	+8,0 % 5,2 €	+7,8 %
Profumeria	2,2 €	+12,6 % 2,5 €	+11,4 %
Farmacia	2,0 €	+7,4 % 2,1 €	+7,2 %
E-commerce	1,0 €	+12,5 % 1,1 €	+10,1 %
Acconciatura	0,6 €	+6,1 % 0,6 €	+5,5 %
Erboristeria	0,4 €	+12,0 % 0,4 €	+10,5 %
Vendite dirette	0,3 €	+1,1 % 0,4 €	+1,0 %
Estetica	0,2 €	+5,1 % 0,2 €	+4,1 %

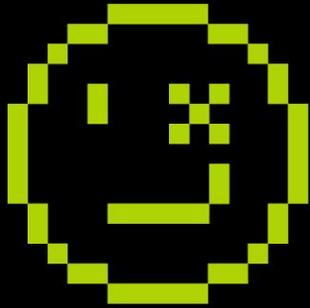
Conferme a doppia cifra dettate da aumento dei prezzi, crescite costanti e rimbalzi positivi.



Elaborazione Centro Studi e Cultura d'Impresa.
Valori in miliardi di euro e variazioni percentuali rispetto al periodo precedente.

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GEN Z



47%

evitano prodotti che
danneggiano l'ambiente

30,9%

sono convinti che i prodotti
naturali siano più efficaci

45.7%

scelgono prodotti naturali

fonte: Kantar Wordpanel - giugno 2023 - U.S.A.



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I VANTAGGI DELLA TECNOLOGIA

case history





DORABRUSCHI

Dorabruschi

FIRENZE

**Arcangelo D'Onofrio presenta la
case history Dorabruschi**



Introduction

The Dorabruschi COSMETIC RANGE perfectly combines two Souls:

- Historical: derived from 90 years of its creator's deep knowledge of skin and cosmetic formulas.
- Modern and fresh: clean, clear, direct, able to engage the current customer



Dorabruschi: an Italian Story

The creator of the brand, whose real name was Berta Casamenti, was born on 24 October 1903 in Florence.

While still young, **she went to Paris** to undertake a beautician's course at **Helena Rubinstein's renowned school**, where she grew and consolidated her passion for cosmetics and, inspired by Rubenstein's model of product development, **beautician's school and beauty institutes**, began to imagine a business of her own.

She worked in Rubinstein's institute for about 4 years, demonstrating **talent, entrepreneurial skills, charisma with clients** and remarkable **interpersonal skills**.

With the experience and professionalism acquired in France, she developed 'secret formulas' of cosmetic products that, skillfully combined and tweaked, could give rise to a great variety of new products, almost **'tailor-made' for the client**, depending on the imperfections to be treated.

She returned to Italy in 1932 with this intuition. At the start of her entrepreneurial activity, she took the name 'Dora' from **Isadora Duncan**, a great dancer of the early 20th century, the true founder of modern dance and an icon of nascent female independence.

It was the independent and entrepreneurial spirit that drove her to **establish her company in Genoa in 1934**, taking over a pharmaceutical preparation laboratory with a partner, and testing her vision of a business model in the Ligurian capital.

With the outbreak of World War II, **she moved the company to Florence**, where it is still based today.



The pillars that founded the brand DNA

The **Dorabruschi** brand has always carried forward the **guiding values** of the creator:

- Proven effectiveness of **'tailor-made' formulas**
- **Knowledge and respect** for the skin and its needs
- Use of the **highest quality cosmetic active principles** in the concentrations needed to contrast skin imperfections without compromise
- **Continuous research** in the florence factory

A targeted response for every consumer, a complete beauty routine for any age

Range architecture:



DETERGENTS



DAILY TREATMENTS:
Face, eyes



DAILY TREATMENTS:
Classics



DAILY TREATMENTS:
Body

Digital creativity: 121 communication for tailormade CRM by retailers, with NFC technology

Tap & Discover

- **For the retailer:** offer a unique and customised omni-channel experience.
- **For the consumer:** access to content, sustainability product information, retailer events, etc.



Dorabruschi
FIRENZE

Communication strategy

The **DORABRUSCHI brand and range** will be supported with a creative digital communication strategy, leveraging its uniqueness

- **PODCASTS**

- Social media / influencers and in-store tailormade activation via NFC

- **Phygital events**

- **www.dorabruschi.com point to customer website?**

Sustainability focus



All our cases are produced with **100% recycled paper**. To reduce the impact on the environment, any metalization process has been eliminated

In our primary pack, **we prefer glass** where possible, or more eco-friendly plastic.



QR codes/NFC tags have replaced leaflets to reduce paper waste.

About some of our **star ingredients**

HYALURONIC ACID

with 3 different molecular weights

for 3 combined actions: moisturising-replenishing in depth (lower molecular weight), soothing and anti-inflammatory (intermediate molecular weight) and filmogenic-lifting on the surface (higher molecular weight). In synergy, an improvement in cell metabolism and therefore a protective and revitalising action on the skin is obtained. Our products are formulated with biotechnological hyaluronic acid of an excellent and constant quality that shows very high bioavailability and thus effectiveness (BIOACTIVE). In each formulation, it is used in the ideal concentration designed according to the totality of the formula, the synergy of the ingredients and the action required so as to perfectly balance the deep action with the superficial action to obtain the best result in terms of both skin comfort and final performance.

ALOE: In all our products, we only use the juice obtained by cold-pressing the leaves of the Aloe Barbadensis Miller plant cultivated under optimum conditions, i.e. in the region of origin (Canary Islands and parts of North Africa). This confers and guarantees the highest quality of the active ingredients contained (amino acids, carbohydrates, mineral salts and anthraquinones including the well-known aloin) and maximum effectiveness as a soothing and preventive ingredient for redness.

MARINE COLLAGEN: this is the most ecological and sustainable type of collagen because it comes from the skin or fish bones, parts that are normally discarded by the food industry. In our production laboratories, marine collagen from the skin of fish of the Cod family is used. This is the most dermoaffinable type of collagen and therefore the one best absorbed by the skin.

SNAIL SLIME: sourced from snails bred outdoors in their 'natural' condition, i.e. optimal and respectful for the animal, in a 4000sq.m. plot of land of an agri-food company located.... The land is divided into 10 portions and, according to the snail's stage of growth, that vegetable/vegetable is cultivated which represents the ideal food that the snail needs at that specific stage of growth

(e.g. in the nursery sunflower is cultivated predominantly, in the adult area chard and salad are grown). Everything that is sown is organic (without any use of fertilisers, pesticides). The snails that have reached over 1 year of age are washed and placed inside special tubs, they are moved with the fingers to cause the release of their slime, their form of defence. Then they are washed again and put

back into the ground. The slime obtained is simply micro-filtered without doing any kind of chemical alteration to preserve the highest quality of the ingredient and leave its properties intact. It is very rich in mucopolysaccharides with emollient, moisturising, protective and film-forming properties. It also contains allantoin and glycolic acid with lifting, brightening and anti-ageing properties.

VITAMINS A and E: we only use F.U. vitamins, i.e. pharmaceutical grade, which means the highest purity available on the market, because they have undergone very strict quality tests that guarantee their high efficacy, bioavailability and maximum safety. We use the most chemically stable and therefore most active and easily absorbed forms in our products. Vit. A has a predominantly regenerating action on epithelial cells, as well as being a strong antioxidant; Vit. E is the antioxidant vitamin par excellence that repairs free radical damage and has a strongly emollient and protective action. In synergy, the 2 vitamins have an enhanced action that makes them a powerful anti-ageing mix. In our formulas, the vitamins are scientifically dosed for maximum cosmetic effect, with no superfluous dosage wastage that the skin would not be able to receive (they would remain inactive).



**“LA TECNOLOGIA NON È
CHE UN CAMBIAMENTO
DI ABITUDINE, RISPETTO
A QUELLO CHE ABBIAMO
FATTO FINO AD OGGI.”**

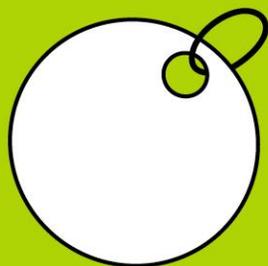
è CAMBIATO IL MODELLO DI BUSINESS

- On-line vs off-line
- Emozione
- Il prodotto chiama
- Informazioni



DA PRODOTTO STATICO A PRODOTTO DINAMICO

**Etichetta
classica**



**Etichetta
con QR CODE**



**Etichetta
con NFC**



QUINDI ADOTTARE LA TECNOLOGIA COSA SIGNIFICA?

Garanzia di qualità



L'identità digitale univoca permette di **associare a ciascuna singola unità di prodotto una quantità estremamente ampia di dati** relativi ai processi produttivi

Identificazione univoca



Rende "unici" i prodotti cosmetici permettendo di **rintracciarti in qualsiasi momento** e in qualsiasi fase della **supply chain**.



BEAUTY

**Tramite le tecnologie RFID e NFC
progettiamo soluzioni dedicate per:**

Interagire con i
clienti attraverso
**esperienze
personalizzate**
per **aumentare**
la **fidelizzazione**

Ottimizzare le
risorse **riducendo**
gli sprechi

Implementare
gli obiettivi
ESG attingendo
a nuove fonti di
dati

Ottenere
informazioni
dettagliate
sul prodotto e
dati proprietari
autentici



PIU' FORZA ALLA SOSTENIBILITA'



**La tecnologia RFID permette diverse
azioni legate alla sostenibilità**

dalla **tracciabilità** degli ingredienti ai **controlli** sul
packaging, fino al **monitoraggio completo** della
catena di fornitura e distribuzione.





LA TECNOLOGIA A SUPPORTO DELLA TRACCIABILITÀ

Tracciabilità = serializzazione

- Rendere i prodotti unici ed univoci per poterli identificare su tutta la filiera produttiva e distributiva



- **Dal codice univoco sarà possibile**

- **Identificare il Prodotto**
- **Risalire al lotto di Produzione**
 - Ai lotti di Materia Prima
 - Alla Supply Chain utilizzata

- **Fornire una experience al consumatore**

- Istruzioni d'uso, composizione e manutenzione del prodotto (multimediali)
- Aderenza alle normative, ESG, certificati
- Connessione al e-store, Cross-selling
- Comunicare
- Profilare



- **Con il codice univoco sarà possibile**
- **Attivare la blockchain a rafforzare autenticità, unicità di ogni elemento tracciato**
- **Attivare la garanzia digitale**

Serializzare con la tecnologia: I touch points



- **QR CODE**

Esprime un URL con suffisso seriale univoco, creato dall'azienda in un processo di stampa di etichette adesive e/o confezioni.

<https://sidegroup.it/traceability/000000001>



- **NFC (Near Field Communication)**

Esprime un URL con suffisso seriale univoco dettato dal codice UID impresso nel chip, non alterabile ed eventualmente criptato e/o protetto con tecnologia

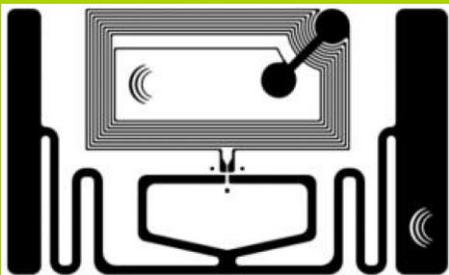
'rolling code': <https://sidegroup.it/traceability/1319346620620416>





- **RFID UHF (Ultra High Frequency)**

Esprime un codice EPC (Electronic Product Code) programmabile secondo lo standard GS1/SGTIN contenente la codifica GS1 del prodotto (EAN) + serializzazione univoca data dal codice inalterabile TID del chip **E2806621AB0000360B000001**



- **RFID UHF - NFC (Dual Frequency)**

Combina in un unico TAG ed in un unico chip le due tecnologie RFID collegate da un unico UID inalterabile impresso nel chip



I touch points: Pro e Contro



- **QR CODE**

- + Economico e versatile,
- + Ottenibile da qualsiasi stampante,
- + Facilmente Individuabile
- Lettura da Smartphone,
- solo in visibilità, solo Uno ad Uno
- Facilmente duplicabile



- **NFC**

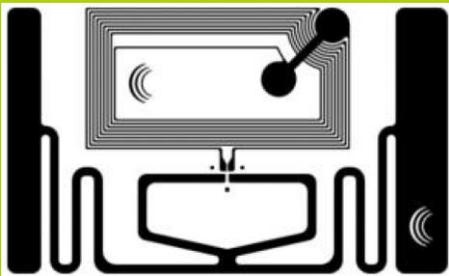
- + Lettura da smartphone (a contatto) anche se non visibile e senza aprire APP,
- + Massima sicurezza di anticontraffazione (inalterabile, crypto, rolling code)
- Non economico,
- Encoding Uno ad Uno (in Stampante NFC o Reader Station)





- **RFID UHF**

- + Lettura massiva non visibile e a distanza in varchi, tunnels, anche involontaria e con quantità consistenti (scatole, pallets)
- + Relativamente economico
- Non leggibile da smartphone, solo da readers anche mobili ma specifici



- **NFC**

- + Lettura sia massiva e a distanza, con readers specifici, che individuale, a contatto con Smartphone, stesso UID.
- Costo piuttosto elevato
- Dimensioni consistenti



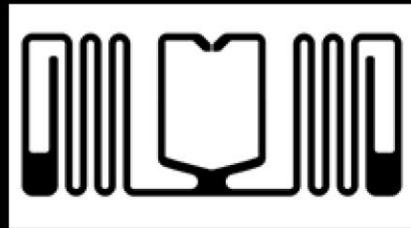
I TOUCH POINTS: LE FINALITÀ



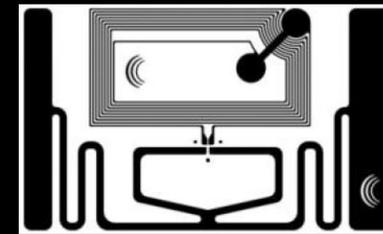
- Tracciabilità lotti, materiali e Supply chain
- Customer experience



- Anticontraffazione
 - Customer Experience
- Digital Warranty
- Blockchain
- NFT



- Tracciabilità di prodotto, Supply Chain, distribuzione
- Logistica di magazzino e spedizione
- Controllo Grey Market
- Inventari frequenti
- EAS (Electronic Article Surveillance)



- Anticontraffazione
- Customer experience
 - Digital Warranty
- Tracciabilità di prodotto, Supply Chain, distribuzione
- Logistica di magazzino e spedizione
- Controllo Grey Market
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- EAS (Electronic Article Surveillance)
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TRACCIABILITÀ: SCHEMA GENERALE



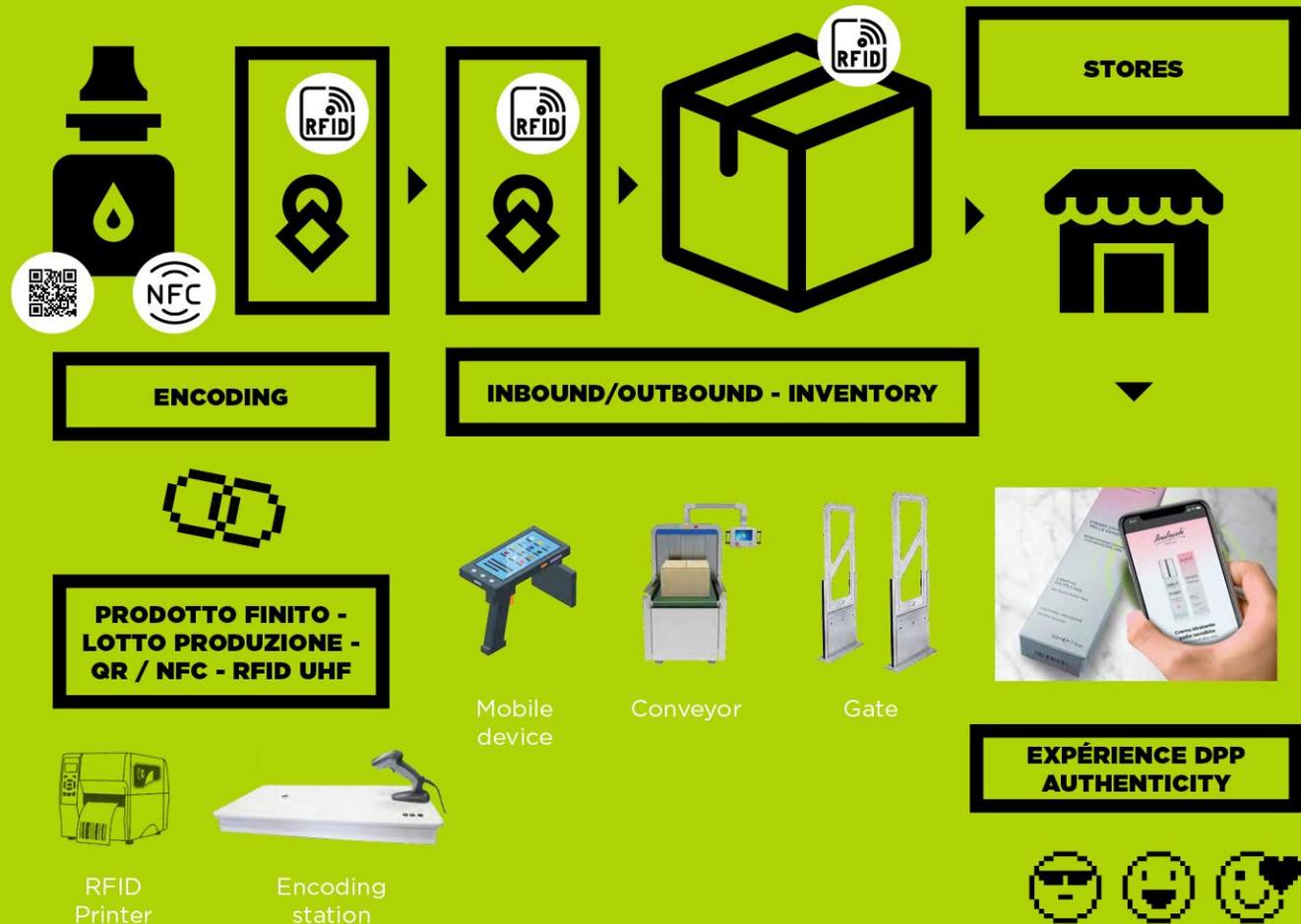
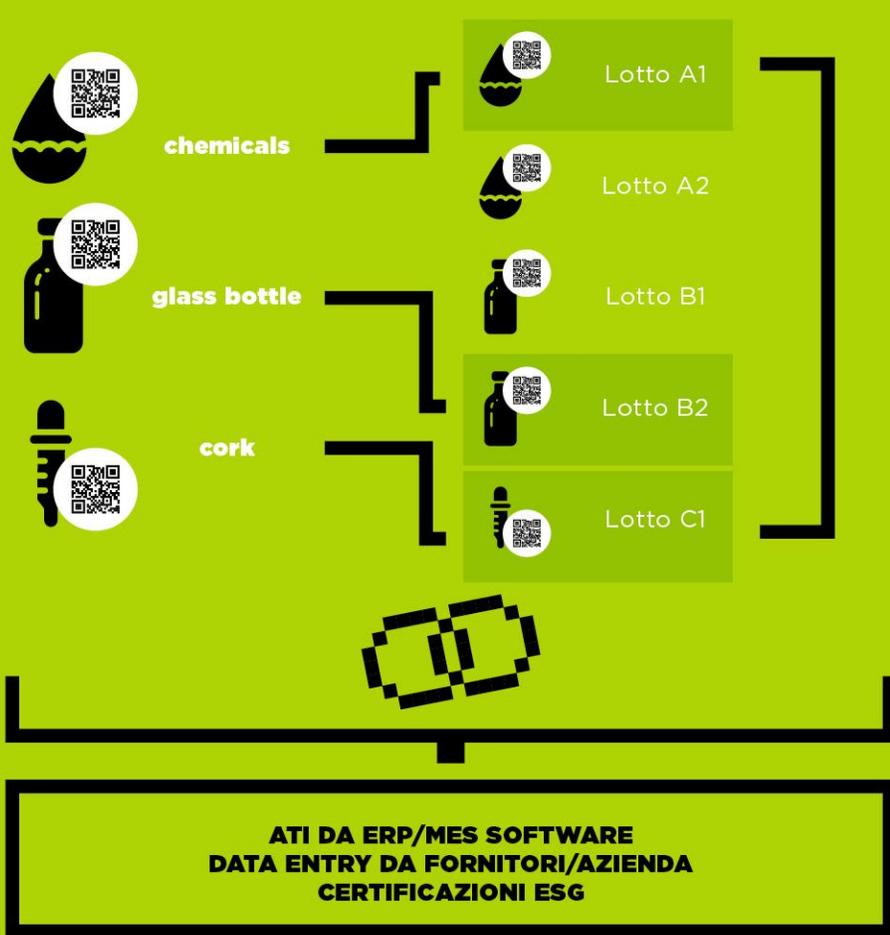
UPSTREAM:
serializzazione
materie prime

UPSTREAM:
serializzazione in
produzione

DOWNSTREAM:
Serializzazione
prodotto finito

DOWNSTREAM:
logistic
warehouse/delivery

GREY MARKET:
authenticity
customer experience



LA TECNOLOGIA: ESEMPI

ENCODING STATION UHF/NFC



GATE RFID UHF



LA TECNOLOGIA: ESEMPI

BOX SCHERMATO RFID UHF

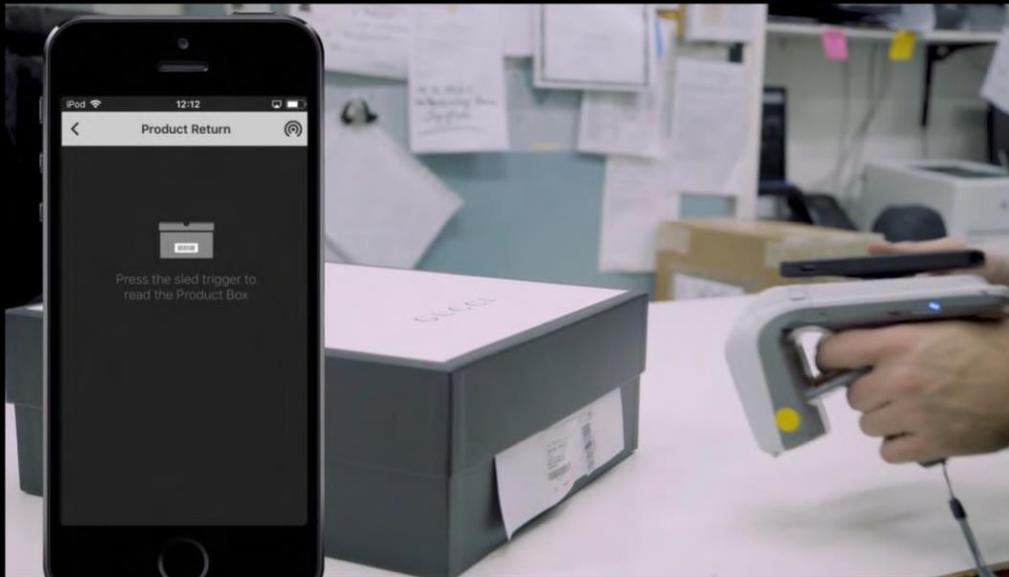


CONVEYOR RFID UHF

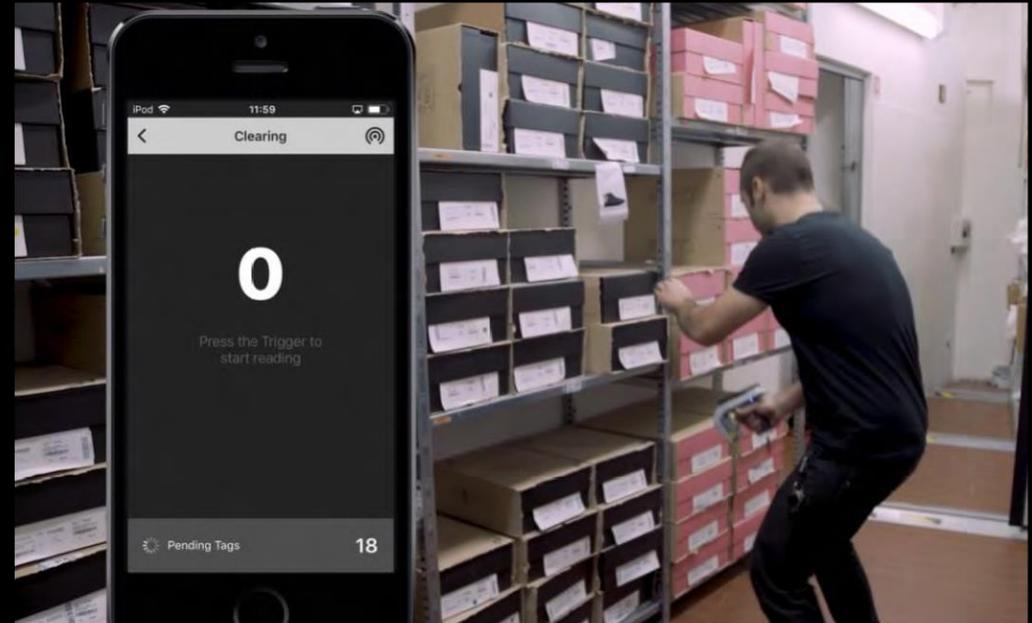


LA TECNOLOGIA: ESEMPI

DEVICE MOBILE RFID UHF



MOBILE INVENTORY RFID UHF



TEST





GRAZIE

