prismiq™ SEE

POWERED BY POSSIBILITY

Smart Packaging :
Serialization Benefits

SEE's new digital printing technology offers brands the ability to print unique serialized codes on every package, providing the following benefits:

Automation

Serialized packaging and hardware incorporated into your packaging line can automate processes while enhancing labor utilization

Operational Efficiency

Digitizing every product allows for managing inventory in real time, gaining valuable insights into your operations and learning where there is room for operational improvement
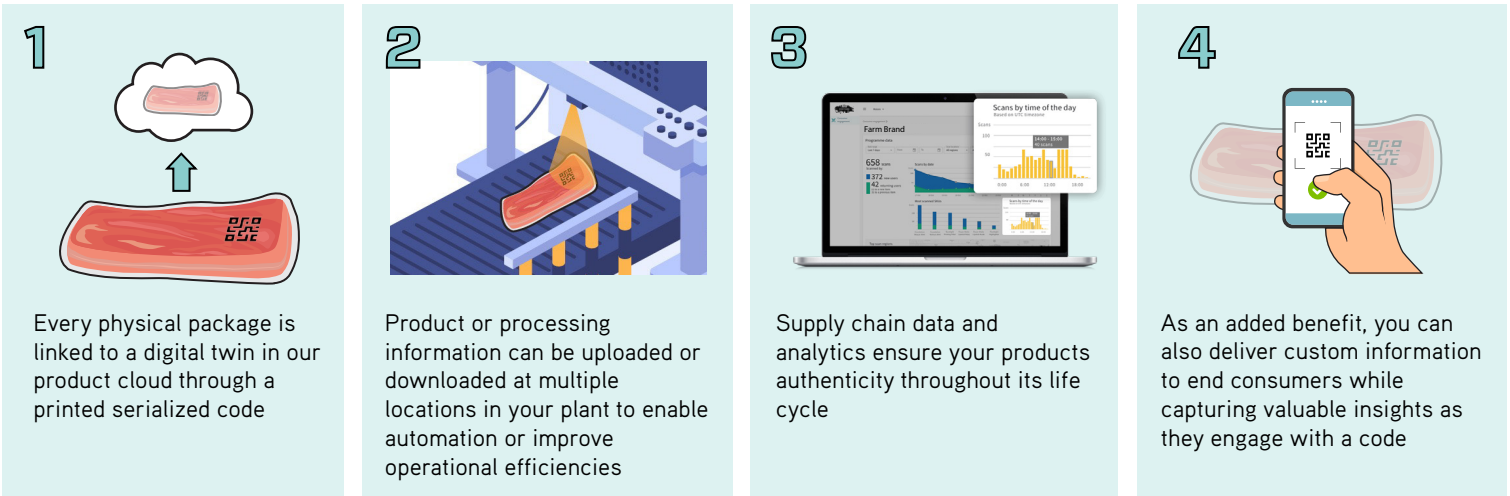
Supply Chain Optimization

Visibility to data as packages travel from packaging to QA, pack-off, distribution and beyond helps you identify and correct inefficiencies within your supply chain

Authentication

The ability to track and trace every product can reduce recalls and ensures an authentic product reaches your customer

The Power of Our Product Cloud

1

Every physical package is linked to a digital twin in our product cloud through a printed serialized code

2

Product or processing information can be uploaded or downloaded at multiple locations in your plant to enable automation or improve operational efficiencies

3

Supply chain data and analytics ensure your products authenticity throughout its life cycle

4

As an added benefit, you can also deliver custom information to end consumers while capturing valuable insights as they engage with a code

Your One-Stop Shop

We make serialized packaging easy by offering the end-to-end solution to help you get started. Sealed Air's smart packaging team is here to assist with every aspect of your serialized packaging solution including the following:

DESIGN - Our team will supply the serialized codes for your solution as well as full coverage package graphics, if needed

PRINT - Our digital printing services enable us to print vibrant colors, high quality graphics and the serialized code(s) needed for your individual needs

SCAN/CONNECT - SEE provides all needed hardware (scanners/cameras) to integrate with your existing packaging line to automate your processes

COLLECT - Our cloud based system can receive data from customer ERP systems to link to serialized packaging

MANAGE - Every scan from the package creates data that can be transformed into valuable information. Use these insights to make informed business decisions.

What's the Value Add?

When you want to solve for a packaging labor issue or streamline your supply chain to be more efficient, it can be difficult to know what technologies can be used. Serialized packaging is one technology to help with many challenges that processors, retailers, distributors and brands face daily.

Some of the areas serialized packaging benefits include:
- Inventory management
- Automation
- Process history
- Recall and safety improvements
- Right item, right box
- Labor optimization
- Weight accuracy
- Food safety
- Quality assurance
- Authentication
- Track and trace
- Brand integrity
- Customer confidence
- Consumer engagement

Our Managed Service Agreement

A monthly fee gives brands access to our smart packaging product cloud platform and hosting software. We also work with brands to install hardware and integrate our solution within your operations, providing your brand with data and analytics on a customized cloud dashboard. Speak with your local sales rep to learn more!