
TagTrace is a blockchain based platform for product traceability, product authenticity validation, and customer interaction.



COMPANY OVERVIEW

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<https://www.tagtrace.ca>

What is TagTrace?

TagTrace is an integrated platform for food/products traceability, authenticity validation and customer interaction, targeted to small and medium-sized producers. It is easy to use, low cost and can operate in low-tech environments.

Industry Need

Traceability and serialization are becoming mandatory in more countries by the day in the agricultural and pharmaceutical industries.

On the other hand, the black market for counterfeits in the pharmaceutical and fertilizer industries represents millions of dollars annually in direct and reputational losses for manufacturers. But more troubling to consider are the alarming statistics of deaths from the use of counterfeit or adulterated drugs.

Solution

We have created an integrated platform (web, blockchain and smartphone app components) that can work across industries, with a primary focus on food, fertilizers, and pharmaceutical producers. Our platform integrates traceability, serialization, validation of product's authenticity and customer interaction using unique tokens that can be read on a wide range of devices and allow our clients to interact with their final customers.

Traction

We have been awarded seed capital from the Rockefeller Foundation, operated by the Meridian Institute, under the FSGCL - Food Systems Game Changers Lab program, and we have also received seed capital from FedDev Ontario, operated by Innovate Niagara, under the I.D.E.A. Fund program.

In Q3 of 2023 we will initiate pilot projects with a large pharmaceutical producer from Colombia (<https://www.procapsgroup.com>) and with an innovative food packaging Hong Kong/Canadian company (www.ixon.com.hk).

Does this sound interesting to you?

Depending on your specific needs (traceability, product authenticity or customer interaction) we will be happy to perform a no-cost analysis of your use case with our platform to suggest the best solution for you. This will depend on your production line, type of product, type of packaging, production volume, etc. With this data we will make you a customized proposal that meets your needs and expectations.