



## LIT: Global Leader in Anti-Counterfeiting & Traceability Solutions

*Fighting illicit trade, securing official documents, and protecting trusted brands*

### LIT Connected Packaging

Smart QR Solutions for Digital Engagement, Product Authentication & Supply Chain Visibility








#### Turn Your Packaging into a Digital Touchpoint

**LIT Connected Packaging** transforms standard product packaging into an interactive, secure, and data-driven channel. By integrating **advanced QR codes** directly onto packaging, brands can connect with consumers, protect their products, and gain real-time insights — all with a simple scan.

#### What Happens When a Consumer Scans the QR Code?

A single scan unlocks a powerful digital experience:

-  Personalized digital content (brand story, product info, promotions)
-  Targeted marketing campaigns and loyalty programs
-  Instant product authenticity verification
-  Real-time data collection and analytics
-  Location and time-based insights

#### Product Authentication & Brand Protection

Protect your brand and your customers from counterfeit products.

- Unique, cryptographically secured QR code per item
- Real-time verification of product authenticity
- Detection of suspicious or repeated scans
- Alerts and analytics for counterfeit activity

**Build consumer trust while safeguarding brand integrity.**

#### Track & Trace Across the Product Lifecycle

Gain full visibility from production to post-purchase:

- End-to-end supply chain tracking
- Distribution and market visibility
- Insights into where and when products are scanned
- Support for recalls, compliance, and logistics optimization

Perfect for regulated markets and global distribution.



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### Consumer Engagement That Drives Value

Packaging becomes a live communication channel:

- Dynamic content updated without changing packaging
- Campaigns, promotions, and seasonal messaging
- Feedback collection and consumer insights
- Increased engagement and repeat purchases

Turn every product into a measurable marketing asset.

### Why LIT Technologies and Solutions?

- Proven expertise in **secure QR technologies**
- End-to-end platforms for **authentication, Track & Trace, and analytics**
- Enterprise-grade security and scalability
- Experience in global, regulated, and high-value markets
- Customizable solutions tailored to business needs

### From Packaging to Platform

With **LIT Connected Packaging**, your product packaging becomes:

- A security layer
- A marketing channel
- A data source
- A direct line to your customers

### Contact Details

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