SmartLabel® Knowledge Partner Services Map

Data Management Vendors

Attribute/Content Capture & Aggregate

QR Code Generation/Enabling Technology Provider

Landing Pages Development, Hosting and Distribution

Consulting, Systems Integration, Managed Services

Industry Partner

**Provide IP Indemnification

SmartLabel® Knowledge Partner Services Map

Knowledge Partner	Data Management	Attribute / Content Capture & Aggregate	QR Code Generation / Enabling Technology Provider	Landing Page Development, Hosting and Distribution	Consulting, Systems Integration, Managed Services	Industry Partner
1WorldSync	✓	✓	✓	✓	✓	
ACC						✓
Accenture					✓	
Brandbank		✓				
Cognizant	✓	✓	✓	✓	✓	
CSPA						✓
Digimarc			✓			
EVRYTHNG	✓	✓		✓	✓	✓
GS1						✓
ItemMaster	✓	✓	✓	✓		
Kwikee		✓				

SmartLabel® Knowledge Partner Services Map

Knowledge Partner	Data Management	Attribute / Content Capture & Aggregate	QR Code Generation / Enabling Technology Provider	Landing Page Development, Hosting and Distribution	Consulting, Systems Integration, Managed Services	Industry Partner
Label Insight	✓	✓		✓		
McKinsey					✓	
NPD						✓
Phy			✓			
PrimeLabel						✓
PwC					✓	
Qliktag	✓	✓	✓	✓		
RILA						✓
S4RB	✓	✓				
Scanbuy			✓	✓		
Selerant	✓					
SGK		✓			✓	

SmartLabel® Knowledge Partner Summary and Contact Information (Data Management Vendors)

Partner	SmartLabel® Presentation	Recording of Presentation	Website	Key Contact
1WorldSync	SmartLabel Presentation: 1WorldSync	SmartLabel Recording: 1WorldSync	http://www.1worldsync.com/web/us	Chris Lemmond clemmond@1worldsync.com
Cognizant	SmartLabel Presentation: Cognizant	SmartLabel Recording: Cognizant	https://cognizant.com	Jennifer Green Godette jennifer.greengodette@cognizant.com
EVRYTHNG	SmartLabel Presentation: EVRYTHNG	SmartLabel Recording: EVRYTHNG	https://evrythng.com	Theresa Braun Theresa.braun@evrythng.com
ItemMaster	SmartLabel Presentation: itemMaster	SmartLabel Recording: ItemMaster	https://www.itemmaster.com	Courtney Acuff cacuff@itemmaster.com
Label Insight	SmartLabel Presentation: Label Insight	SmartLabel Recording: Label Insight	https://labelinsight.com	Kira Karapetian kkarapetian@labelinsight.com
Qliktag	SmartLabel Presentation: Qliktag	SmartLabel Recording: Qliktag	http://corp.qliktag.com	Mike Briggs mike.briggs@qliktag.com
S4RB			https://www.s4rb.com/	Marsha Turan marsha.turan@s4rb.com
Selerant	SmartLabel Presentation: Selerant		www.selerant.com	Sandra Gebauer sandra.gebauer@selerant.com

SmartLabel® Knowledge Partner Summary and Contact Information (Attribute/Content Capture & Aggregate)

Partner	SmartLabel® Presentation	Recording of Presentation	Website	Key Contact
1WorldSync	SmartLabel Presentation: 1WorldSync	SmartLabel Recording: 1WorldSync	http://www.1worldsync.com/web/us	Chris Lemmond clemmond@1worldsync.com
Brandbank	SmartLabel Presentation: Brandbank		https://www.brandbank.com	Richard Friend Richard.Friend@Brandbank.com
Cognizant	SmartLabel Presentation: Cognizant	SmartLabel Recording: Cognizant	https://cognizant.com	Jennifer Green Godette jennifer.greengodette@cognizant.com
EVRYTHNG	SmartLabel Presentation: EVRYTHNG	SmartLabel Recording: EVRYTHNG	https://evrythng.com	Theresa Braun Theresa.braun@evrythng.com
ItemMaster	SmartLabel Presentation: itemMaster	SmartLabel Recording: ItemMaster	https://www.itemmaster.com	Courtney Acuff cacuff@itemmaster.com
Kwikee	https://www.kwikee.com/		http://www.kwikee.com	Randy Burd rburd@kwikeesystems.com
Label Insight	SmartLabel Presentation: Label Insight	SmartLabel Recording: Label Insight	https://labelinsight.com	Kira Karapetian kkarapetian@labelinsight.com
Qliktag	SmartLabel Presentation: Qliktag	SmartLabel Recording: Qliktag	http://corp.qliktag.com	Mike Briggs mike.briggs@qliktag.com
S4RB			https://www.s4rb.com/	Marsha Turan marsha.turan@s4rb.com
SGK	SmartLabel Presentation: SGK	SmartLabel Recording: SGK	http://www.sgkinc.com	Barbara Glass Barbara.Glass@sgkinc.com

SmartLabel® Knowledge Partner Summary and Contact Information (Landing Pages)

Partner	SmartLabel® Presentation	Recording of Presentation	Website	Key Contact
1WorldSync	SmartLabel Presentation: 1WorldSync	SmartLabel Recording: 1WorldSync	http://www.1worldsync.com/web/us	Chris Lemmond clemmond@1worldsync.com
Cognizant	SmartLabel Presentation: Cognizant	SmartLabel Recording: Cognizant	https://cognizant.com	Jennifer Green Godette jennifer.greengodette@cognizant.com
EVRYTHNG	SmartLabel Presentation: EVRYTHNG	SmartLabel Recording: EVRYTHNG	https://evrythng.com	Theresa Braun Theresa.braun@evrythng.com
ItemMaster	SmartLabel Presentation: itemMaster	SmartLabel Recording: ItemMaster	https://www.itemmaster.com	Courtney Acuff cacuff@itemmaster.com
Label Insight	SmartLabel Presentation: Label Insight	SmartLabel Recording: Label Insight	https://labelinsight.com	Kira Karapetian kkarapetian@labelinsight.com
Qliktag	SmartLabel Presentation: Qliktag	SmartLabel Recording: Qliktag	http://corp.qliktag.com	Mike Briggs mike.briggs@qliktag.com
Scanbuy	SmartLabel Presentation: Scanbuy	SmartLabel Recording: Scanbuy	http://www.scanlife.com/smartlabel	Maryann Moschides maryann.moshides@scanbuy.com

SmartLabel® Knowledge Partner Summary and Contact Information (QR Code Generation/Enabling Technology Provider)

Partner	SmartLabel® Presentation	Recording of Presentation	Website	Key Contact
1WorldSync	SmartLabel Presentation: 1WorldSync	SmartLabel Recording: 1WorldSync	http://www.1worldsync.com/web/us	Chris Lemmond clemmond@1worldsync.com
Cognizant	SmartLabel Presentation: Cognizant	SmartLabel Recording: Cognizant	https://cognizant.com	Jennifer Green Godette jennifer.greengodette@cognizant.com
Digimarc	SmartLabel Presentation: Digimarc	SmartLabel Recording: Digimarc	https://www.digimarc.com	Larry Logan Larry.logan@digimarc.com
ItemMaster	SmartLabel Presentation: itemMaster	SmartLabel Recording: ItemMaster	https://www.itemmaster.com	Courtney Acuff cacuff@itemmaster.com
Phy	SmartLabel Presentation: Phy		https://www.phy.net/	Richard Graves richard.graves@phy.net
Qliktag	SmartLabel Presentation: Qliktag	SmartLabel Recording: Qliktag	http://corp.qliktag.com	Mike Briggs mike.briggs@qliktag.com
Scanbuy	SmartLabel Presentation: Scanbuy	SmartLabel Recording: Scanbuy	http://www.scanlife.com/smartlabel	Maryann Moschides maryann.moschides@scanbuy.com

SmartLabel® Knowledge Partner Summary and Contact Information (Consulting, Systems Integration, etc.)

Partner	SmartLabel® Presentation	Recording of Presentation	Website	Key Contact
1WorldSync	SmartLabel Presentation: 1WorldSync	SmartLabel Recording: 1WorldSync	http://www.1worldsync.com/web/us	Chris Lemmond clemmond@1worldsync.com
Accenture	SmartLabel Presentation: Accenture		https://www.accenture.com/us-en	
Cognizant	SmartLabel Presentation: Cognizant	SmartLabel Recording: Cognizant	https://cognizant.com	Jennifer Green Godette jennifer.greengodette@cognizant.com
EVRYTHNG	SmartLabel Presentation: EVRYTHNG	SmartLabel Recording: EVRYTHNG	https://evrythng.com	Theresa Braun Theresa.braun@evrythng.com
McKinsey	SmartLabel Presentation: McKinsey		http://www.mckinsey.com	Kari Alldredge kari_alldredge@mckinsey.com
PwC	SmartLabel Presentation: PwC	SmartLabel Recording: PwC	http://www.pwc.com	Jaelyn Kwan Jaelyn.kwan@pwc.com
SGK	SmartLabel Presentation: SGK	SmartLabel Recording: SGK	http://www.sgkinc.com	Barbara Glass Barbara.Glass@sgkinc.com

SmartLabel® Knowledge Partner Summary and Contact Information (Industry Partner)

Partner	SmartLabel® Presentation	Recording of Presentation	Website	Key Contact
ACC	ACC-SmartLabel Presentation Outline		www.americanchemistry.com	info@americanchemistry.com
CSPA			http://www.cspa.org	Beth Law blaw@cspa.org
EVRYTHNG	SmartLabel Presentation: EVRYTHNG	SmartLabel Recording: EVRYTHNG	https://evrythng.com	Theresa Braun Theresa.braun@evrythng.com
GS1			http://www.gs1.org	Cameron Green cameron.green@gs1.org
NPD	SmartLabel Presentation: NPD		https://www.npd.com/wps/portal/npd/us/home	Darren Seifer darren.seifer@npd.com
PrimeLabel			http://www.primelabel.com	Jesse Zuehlke jesse@primelabel.com
RILA			http://www.rila.org/Pages/default.aspx	Sue Pifer Sue.Pifer@rila.org

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
1WorldSync WORLD SYNC	**SERVICES:** Data governance and management, Attribute and content capture and aggregation, QR code generation, Landing page development, hosting and distribution, Consulting and systems integration, Managed services. **COMPANY DESCRIPTION:** 1WorldSync today operates in 60 countries, with 17,000 companies as clients, and stands ready to help you address transparency topics whether in the US for SmartLabel®, EMEA with EU 1169, or in any other part of the world where your firm requires such support. Leveraging years of experience with leading companies, we are positioned to help shorten the time and manage the effort in launching a SmartLabel® project, including working with your enterprise content management partners, and reducing the friction of aggregating, managing and distributing your SmartLabel® content. We believe in a holistic approach. Our commitment stands in helping to establish and execute a comprehensive content distribution strategy across the enterprise, within a single platform. This means more time focusing on your consumers and customers for your brands' success. **MORE INFORMATION:** Website: http://www.1WorldSync.com **CONTACT INFORMATION:** Chris Lemmond, clemmond@1worldsync.com, +1.609.439.1526
ACC American® Chemistry Council	**SERVICES:** Provides science-based information about common chemical ingredients in a consumer-friendly format. **COMPANY DESCRIPTION:** The American Chemistry Council (ACC) represents the leading companies engaged in all aspects of the business of chemistry. ACC serves as an expert technical resource and scientific thought leader, providing brand owners, retailers and other stakeholders with science-based information on chemical ingredients used in everyday products as well as ways to evaluate the safety, efficacy and impact of these ingredients throughout their lifecycle. **MORE INFORMATION:** Website: http://americanchemistry.com **CONTACT INFORMATION:** info@americanchemistry.com

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
Accenture	**SERVICES:** Consulting, Systems integration and Managed services. **COMPANY DESCRIPTION:** Accenture has been a partner in the SmartLabel® program since it launched in October 2014. With our deep SmartLabel® knowledge and experience helping companies with system integration challenges we help companies the questions necessary to begin participating and mature their SmartLabel® capabilities. These questions include: What does our participation in SmartLabel® entail? What does the journey look like? How long will it take? And, what will it cost? We offer a standard 2 week high level assessment, as well as a more detailed 8-10 week assessment, that give shape and direction to a company's journey. We help companies define their method, and level, of participation in SmartLabel®. Once defined we assess and identify the gaps in their governance, process, data and technology capabilities needed to participate. With the gaps identified we collaboratively work with the company to define a roadmap, and estimated costs, to close the gaps. As a professional services organization Accenture can also partner with companies in closing the gaps. Potential services include PLM, PIM, MDM, and DAM system implementation, governance design and implementation, and business process design and change management. Beyond implementation Accenture can support companies through managed data services and business process outsourcing. **MORE INFORMATION:** Website: https://www.accenture.com/us-en
Brandbank	Brandbank is an established world leader specializing in the process of collecting, managing and distributing FMCG digital product content for multi-channel retailing. The business works with major multi-national grocery and health & beauty retailers and over 6,000 FMCG suppliers (Brands) in more than 17 markets. In this capacity, Brandbank supports the creation, management and distribution of product content, which is optimized for shopper marketing and category planning and played a significant role in establishing EU1169 compliance for Brands across Europe and offer an ongoing EU1169 compliance service. Brandbank facilitates the management of the relationship between retailer and supplier communities –minimizing duplication of effort and wasted budget, and maximizing the value of product content. This enables businesses to publish rich product content for a range of applications, from ecommerce sites and mobile shopping apps, to virtual merchandizing and offline print media. It distributes in excess of 50 million digital product assets to retailers, wholesalers and food service businesses every year and in doing so helps brand owners ensure that multichannel shoppers use accurate and approved digital product content on-time, every time, so that they are engaged by the proper brand experience, at every touch point in the shopper path-to-purchase.

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
Cognizant	**SERVICES:** Data management, Data model Design, Business process & Workflow development, Configuration of Rules and Validation, Attribute/content capture and aggregate, QR code generation, Landing page development/hosting/ distribution, Digital experience design, App development, Consulting services, Systems integration, Managed services **COMPANY DESCRIPTION:** Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Cognizant was recently recognized by Forbes as one of the World's Most Innovative Companies for 2015, driving innovation for our clients. The Forbes 2015 list includes such companies as Tesla, Salesforce, Amazon, Netflix, VMWare, Starbucks and of course, Cognizant. Cognizant, with deep CPG and Retail domain expertise and industry knowledge has helped organizations transform the Product Information Management landscape using industry best practices. For the SmartLabel® initiative, Cognizant has partnered with QLIKTAG and has developed a cloud based SmartLabel® Solution that provides an integrated and scalable platform, best in class processes and efficient processes to manage attribute content across various data sources and channels within Supply chain. **MORE INFORMATION:** www.Cognizant.com **CONTACT INFORMATION:** Jennifer Green Godette, jennifer.greengodette@cognizant.com, +1 201.221.6765
CSPA	The Consumer Specialty Products Association (CSPA) is the premier trade association representing the interests of companies engaged in the manufacture, formulation, distribution and sale of more than $100 billion annually in the U.S. of familiar consumer products that help household and institutional customers create cleaner and healthier environments. CSPA member companies employ hundreds of thousands of people globally. Products CSPA represents include disinfectants that kill germs in homes, hospitals and restaurants; candles, and fragrances and air fresheners that eliminate odors; pest management products for home, garden and pets; cleaning products and polishes for use throughout the home and institutions; products used to protect and improve the performance and appearance of automobiles; aerosol products and a host of other products used every day.

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
Digimarc 	**SERVICES:** Digimarc Barcode, Digimarc Mobile Software Development Kit (SDK), Packaging Enhancement Services. **COMPANY DESCRIPTION:** Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images and audio. Based on the Intuitive Computing Platform (ICP™), Digimarc provides innovative and comprehensive automatic recognition technologies to simplify search, and transform information discovery through unparalleled reliability, efficiency and security. Digimarc has a global patent portfolio, which includes over 1,100 granted and pending patents. These innovations include state-of-the-art identification technology, Digimarc Barcode, as well as Digimarc Discover® software for barcode scanning, and more. Digimarc is based in Beaverton, Oregon, with technologies deployed by major retailers and consumer brands, central banks, U.S. states, film companies and professional sports franchises, among others. **MORE INFORMATION:** https://www.digimarc.com **CONTACT INFORMATION:** Larry Logan, larry.logan@digimarc.com, +1.503.469.4965
EVRYTHNG 	**SERVICES:** Data management, attribute/content capture & aggregate, landing pages, consulting, systems integrations, managed services, etc. **COMPANY DESCRIPTION:** EVRYTHNG is the Internet of Things Smart Products Platform connecting consumer products to the Web and managing real-time data to drive applications and analytics throughout the product lifecycle. The world's leading consumer product manufacturers work with EVRYTHNG to manage billions of intelligent identities in the cloud for their products. This enables brands to deliver digital services directly to end-users through their products, manage supply chains more effectively using real-time data, and operate smart products connected to the broader ecosystem of applications and services on the Web and in the enterprise. **MORE INFORMATION:** https://evrythng.com **CONTACT INFORMATION:** Theresa Braun, theresa.braun@evrythng.com, +1.703.819.9517

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
GS1	In 1974 a packet of chewing gum became the first barcoded product to be scanned in store. Today, barcodes play a crucial supply chain role, ensuring products hit retail shelves at the right times. GS1 manages the barcode standards used by retailers, manufacturers and suppliers. Although GS1 started with the barcode, our standards have evolved to reflect and influence the world in which we live and work. They boost efficiency in many sectors, from retail and health to transport and logistics. Always working for our members, GS1 is driving down the costs of doing business. GS1 Standards are the global language of business – a language for identifying, capturing and sharing information automatically and accurately, so that anyone who wants that information can understand it, no matter who or where they are.
ItemMaster	itemMaster has created and maintains a brand activation database of over 85,000 national manufacturer and retailer private label products. Our digital brand conversion process, purpose built to "serve the digital shelf" for retailers and e-tailers, provides each itemMaster CPG manufacturer client the ability to easily re-factor our product data to support their SmartLabel® development, deployment and/or management needs. Through itemMaster's current live beta's, we demonstrate that our existing product data supports 100% of the required data elements of the SmartLabel® format for over 85,000 products today. Today, itemMaster can deliver our CPG client's products into the SmartLabel® format with current, accurate, complete product data, along with a full portfolio of product images. In addition, itemMaster is finalizing our an easy to use inter-face to provide every manufacturer the ability to easily publish additional/optional data elements outlined in the SmartLabel® requirements. Our new itemMaster SmartLabel® publishing support will available in early Q3 2016. itemMaster's goal is to ensure that every Manufacturer has the supporting rich data and product images to easily delivery their products into the SmartLabel® solution. We offer the ability to deliver the data directly and/or provide development, hosting, maintenance and reporting on a manufacturers SmartLabel® support.

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
Kwikee 	Kwikee, an sgsco company, is the premier provider of development, management & distribution services for product images, data & related content. Kwikee is supported by participating manufacturers & is FREE to the retail trade community for use in e-commerce, advertising, & planogram applications. With Kwikee's proven distribution methods, manufacturers can be sure product-related content is always properly represented in the marketplace
Label Insight 	**SERVICES:** Data Management Vendor; Attribute/Content Capture & Aggregate; Landing Pages Development, Hosting & Distribution. **COMPANY DESCRIPTION:** Label Insight was founded with the mission to help consumers understand what's in the products they use and consume. So when it comes to SmartLabel®, you could say transparency is in our DNA. Many of our customers tell us that getting started with SmartLabel® feels like a big task. Label Insight makes SmartLabel® participation quick and easy with our first-to-market, fully automated SmartLabel® solution, SmartSPEC™. Leading CPG brands such as Unilever, Food for Life and Naked Bacon have already realized just how easy it can be with both large and small scale implementations. Label Insight's turnkey solution takes you from package flat to SmartLabel® compliance in as little as 24 hours. Label Insight automatically maps 100% of the required SmartLabel® attributes and almost all of the voluntary attributes, removing the need to manually input data. We then use our , SmartSPEC™ API to populate a brand's landing pages in accordance with SmartLabel® requirements then host and maintain those pages. **MORE INFORMATION:** General: https://www.labelinsight.com/ SmartLabel®: https://www.labelinsight.com/solutions-cpg/smartspec-smartlabel Video: https://vimeo.com/160803542 **CONTACT INFORMATION:** Dave Byman, dbyman@labelinsight.com, +1.312.320.3698

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
NPD	**COMPANY DESCRIPTION:** The NPD Group's food market research continually (daily) tracks all aspects of how U.S. consumers actually eat. Additionally, NPD tracks motivations, attitudes, snacking, nutrition, and dieting along with consumer interest in and use of nutritional facts and other food labeling.
Phy	**SERVICES:** SmartLabel QR integration with multiple, parallel brand experiences **COMPANY DESCRIPTION:** Scanning a single QR Code can provide a different multi-action experience to different audiences, bypassing search and social for direct consumer conversations. **CONTACT INFORMATION:** Richard Graves, richard.graves@phy.net
PwC	**SERVICES:** Strategy, Operations and Technology Consulting **COMPANY DESCRIPTION:** PwC LLP (PwC) serves the largest food, beverage, and household brand companies in the world to help them improve performance and build differentiated capabilities for profitable growth and ROI in a competitive market. We team with our clients to assess risk, develop a go-forward strategy and execute on enterprise goals for key industry imperatives such as the Digital, Transparency and eCommerce demands currently driving the need for foundational repair and process evolution. PwC LLP and our global network provide our Retail & Consumer Sector clients with a portfolio of operational, product lifecycle, digital strategy, information management, application delivery, and implementation consulting capabilities that are aligned to SmartLabel® implementation requirements. Our approach is designed to also consider and enable advancement towards broader objectives around Product Trust, Traceability and Sustainability. PwC and Strategy& consultants are known for our agile delivery methodologies, our FMCG knowledge of product data management, our Food Integrity solutions, our Digital Services web capabilities and our global Service Delivery Centers. We have readiness assessments available to help you measure your preparedness to participate in these critical initiatives. **MORE INFORMATION:** http://www.pwc.com/us/en/issues/food-trust.html **CONTACT INFORMATION:** Jaelyn Kwan, jaelyn.kwan@pwc.com

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
Qliktag 	**SERVICES**: Data management, attribute/content capture and aggregate, QR code generation, Landing page development/hosting/ distribution **COMPANY DESCRIPTION**: Qliktag's Q*Engine is built as an enterprise grade extended merchandising software platform to enable brands to deliver accurate product data & product marketing experiences or SmartLabels™ for a few or millions of product SKU's with ease. Qliktag is a complete end to end vendor for providing SmartLabels™. From data management to SmartLabel® landing pages, to everything in between, we have the total solution in one platform. **MORE INFORMATION**: www.qliktag.com **CONTACT INFORMATION**: Mike Briggs, mike.briggs@qliktag.com, 949-760-3888 ext. 701
S4RB (Solutions for Retail Brands) 	**SERVICES**: Attribute/content capture and aggregation, Data management **COMPANY DESCRIPTION**: Solutions for Retail Brands (S4RB). We are experts in the retail and own brand sectors, specifically in areas such as quality management, product and packaging development and compliance. We also have extensive experience in the manufacture of own brand products for retail. We provide a cost-effective sustainable solution for implementing SmartLabel®. Private brand retailers and wholesalers face a challenge when implementing SmartLabel® due to the large size and broad scope of their product portfolio and the large number of product suppliers. S4RB's SmartLabel® solution has been developed specifically for private brands. Part of our Affinity™ platform, our SmartLabel® module creates an easy access environment where the supplier provides and maintains product information. The software produces real-time reports, enabling the retail team to track progress all the way through to completion and population of SmartLabel® web pages. **MORE INFORMATION**: www.s4rb.com **CONTACT INFORMATION**: Marsha Turan, marsha.turan@s4rb.com, 1-866-740-3895

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
Scanbuy	**SERVICES:** SmartLabel® QR Code Generation, Landing Pages Development & Hosting **COMPANY DESCRIPTION:** Scanbuy is a global leader in mobile engagement solutions. Our suite of products consists of cloud-based platforms for product packaging, engagement, marketing, couponing, advertising and much more. Today our mPackaging for SmartLabel® platform services, are used by many brands and companies to deliver on the SmartLabel® promise. From development and hosting SmartLabel® website pages to print ready QR Code management with IP protected, Scanbuy makes it easy to get to market quickly. No matter what your company size, we have the proven end-to-end technology, vast experience and breadth of knowledge to help you navigate the SmartLabel® process. Scanbuy supports the first SmartLabel® products to hit the shelves in 2015, with more brands and products rolling out each month since—we can do the same for you. **MORE INFORMATION**: http://www.scanbuy.com/smartlabel **CONTACT INFORMATION**: Maryann Moschides, maryann@scanbuy.com, +1 914-912-3801.
Selerant	**SERVICES:** Data mapping and management, consulting, along with systems integrations and managed services **COMPANY DESCRIPTION:** Selerant is a PLM software company founded in 1990. We are specialized in the unique product lifecycle management needs of the process industries. We have extensive experience in Digital Label Content Management with major CPG companies. We provide the systems to generate all label content for more than 70,000 labels worldwide and we publish the digital label contents online as part of our customers' transparency initiatives. We see our contribution for companies that will implement SmartLabel® by providing the tools to generate and map compliant content to feed the SmartLabel® attributes. We also see an opportunity to be involved downstream in providing data quality validation and data maintenance services **MORE INFORMATION:** http://www.selerant.com/ or https://compliancecloud.selerant.com/, see attached presentation **CONTACT INFORMATION:** Sandra Gebauer (Dir. of Regulatory & Scientific Affairs) Sandra.gebauer@selerant.com, 646-272-8050 or Main Office: 212-792-8910

SmartLabel® Knowledge Partner Services Description

Partner	Brief Overview of Services
SGK ![SGK - A Matthews International company]	**SERVICES:** SmartLabel® implementation consulting & PM, vendor integration, scanning pathway (e.g., QR, DW) placement, graphics strategy & adaptation, and content capture/creation **COMPANY DESCRIPTION:** SGK is a leading global brand development, activation, and deployment company that drives brand performance. We serve the comprehensive content needs of today's marketers across marketing channels with strategy, design, and implementation services. Our Client Solutions consulting team creates, optimizes, and manages high performance marketing supply chain solutions for our clients—including building SmartLabel® programs that align with their goals and setting up the operational elements that maximize efficiency and efficacy. **MORE INFORMATION:** Website: http://www.sgkinc.com **CONTACT INFORMATION:** Barbara Glass, Barbara.Glass@sgkinc.com, +1.203.918.4052.