

SmartLabel Knowledge Partner Services Map



Data Management Vendors

Attribute/Content Capture & Aggregate

Landing Pages Development, Hosting and Distribution

QR Code Generation/Enabling Technology Provider

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						✓
Kwikee		✓				
Label Insight	✓	✓		✓		
McKinsey					✓	
Mindtree	✓			✓		

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
NPD						✓
Phy			✓			
PrimeLabel						✓
PwC					✓	
Qliktag	✓	✓	✓	✓		
S4RB	✓	✓				
Scanbuy			✓	✓		
Selerant	✓					
SGK		✓			✓	
SummitVentures LLC					✓	
Syndigo	✓	✓		✓		
Transparency Ventures					✓	

SmartLabel Knowledge Partner Services Description

Partner

Brief Overview of Services

1WorldSync



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



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
<p data-bbox="71 239 275 282">Accenture</p> 	<p data-bbox="486 239 1480 275">SERVICES: Consulting, Systems integration and Managed services.</p> <p data-bbox="486 282 2461 454">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.</p> <p data-bbox="486 772 1513 808">MORE INFORMATION: Website: https://www.accenture.com/us-en</p>
<p data-bbox="71 839 290 875">Brandbank</p> 	<p data-bbox="486 839 2461 1046">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.</p> <p data-bbox="486 1058 2481 1310">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.</p>



SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="86 308 282 351">Cognizant</p>  <p>The logo for Cognizant, featuring a stylized 'C' with a green and blue globe-like pattern inside a black circle, with the word 'Cognizant' written below it.</p>	<p data-bbox="494 308 2372 429">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</p> <p data-bbox="494 439 2466 696">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.</p> <p data-bbox="494 706 2423 872">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.</p> <p data-bbox="494 882 1166 918">MORE INFORMATION: www.Cognizant.com</p> <p data-bbox="494 928 2125 963">CONTACT INFORMATION: Jennifer Green Godette, jennifer.greengodette@cognizant.com, +1 201.221.6765</p>
<p data-bbox="86 993 188 1029">CSPA</p>  <p>The logo for CSPA, featuring the letters 'CSPA' in a bold, green, sans-serif font. Below it, the text 'Representing Household & Institutional Products' is written in a smaller font. At the bottom, there is a list of product categories: 'Aerosol - Air Care - Cleaners - Polishes' and 'Automotive Care - Antimicrobial - Pest Management'.</p>	<p data-bbox="494 993 2461 1286">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.</p>



SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="84 311 257 351">Digimarc</p>  The logo for Digimarc, featuring the word "DIGIMARC" in blue capital letters followed by a blue circular icon containing a white stylized 'D'.	<p data-bbox="489 308 2206 339">SERVICES: Digimarc Barcode, Digimarc Mobile Software Development Kit (SDK), Packaging Enhancement Services.</p> <p data-bbox="489 351 2448 694">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.</p> <p data-bbox="489 708 1263 739">MORE INFORMATION: https://www.digimarc.com</p> <p data-bbox="489 751 1760 782">CONTACT INFORMATION: Larry Logan, larry.logan@digimarc.com, +1.503.469.4965</p>
<p data-bbox="84 818 295 849">EVERYTHNG</p>  The logo for EVERYTHNG, featuring a black silhouette of a truck with various icons (a bottle, a leaf, a gear, a smartphone) on its side and the word "EVERYTHNG" written in white on the side of the truck.	<p data-bbox="489 815 2415 889">SERVICES: Data management, attribute/content capture & aggregate, landing pages, consulting, systems integrations, managed services, etc.</p> <p data-bbox="489 903 2456 1158">COMPANY DESCRIPTION: EVERYTHNG 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 EVERYTHNG 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.</p> <p data-bbox="489 1172 1179 1203">MORE INFORMATION: https://evrythng.com</p> <p data-bbox="489 1218 1862 1249">CONTACT INFORMATION: Theresa Braun, theresa.braun@evrythng.com, +1.703.819.9517</p>




SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="84 311 160 347">GS1</p> 	<p data-bbox="570 308 2405 382">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.</p> <p data-bbox="570 396 2440 561">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.</p> <p data-bbox="570 575 2410 689">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.</p>
<p data-bbox="84 729 219 765">Kwikee</p> 	<p data-bbox="570 725 2456 889">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</p>



SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="78 308 328 351">Label Insight</p> 	<p data-bbox="486 308 2277 379">SERVICES: Data Management Vendor; Attribute/Content Capture & Aggregate; Landing Pages Development, Hosting & Distribution.</p> <p data-bbox="486 394 2461 779">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.</p> <p data-bbox="486 793 2283 865">MORE INFORMATION: General: https://www.labelinsight.com/ SmartLabel®: https://www.labelinsight.com/solutions-cpg/smartspec-smartlabel Video: https://vimeo.com/160803542</p> <p data-bbox="486 879 1768 915">CONTACT INFORMATION: Dave Byman, dbyman@labelinsight.com, +1.312.320.3698</p>
<p data-bbox="78 951 417 986">Mindtree Limited</p> 	<p data-bbox="486 951 1862 979">SERVICES: Data Management Vendor; Landing Pages Development, Hosting & Distribution.</p> <p data-bbox="486 993 2430 1200">COMPANY DESCRIPTION: Mindtree is a global I.T. services firm with very strong domain knowledge in the Consumer Products industry. Mindtree builds and hosts business intelligence, machine learning, and cloud-based platform packaged solutions for many Fortune 2000 Consumer Products companies today. Mindtree has a hosted solution for SmartLabel where we can help you collect, cleanse and properly format the data required for the SmartLabel solution. We can also host and fully manage the SmartLabel solution for you on our cloud platform.</p> <p data-bbox="486 1215 1582 1243">MORE INFORMATION: Demo pages: smartlabeldemo.azurewebsites.net</p> <p data-bbox="486 1258 1939 1286">CONTACT INFORMATION: Matt Rhoades, matt.rhoades@mindtree.com, 440-899-3296 ext: 228</p>

SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="84 308 168 344">NPD</p> 	<p data-bbox="486 308 2435 429">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.</p>
<p data-bbox="84 539 155 575">Phy</p> 	<p data-bbox="486 539 1671 575">SERVICES: SmartLabel QR integration with multiple, parallel brand experiences</p> <p data-bbox="486 582 2346 661">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.</p> <p data-bbox="486 668 1488 704">CONTACT INFORMATION: Richard Graves, richard.graves@phy.net</p>
<p data-bbox="84 753 168 789">PwC</p> 	<p data-bbox="486 753 1378 789">SERVICES: Strategy, Operations and Technology Consulting</p> <p data-bbox="486 796 2435 1146">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.</p> <p data-bbox="486 1153 2435 1275">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.</p> <p data-bbox="486 1282 1620 1318">MORE INFORMATION: http://www.pwc.com/us/en/issues/food-trust.html</p> <p data-bbox="486 1325 1437 1360">CONTACT INFORMATION: Jaelyn Kwan, jaelyn.kwan@pwc.com</p>


SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="84 239 224 285">Qliktag</p> 	<p data-bbox="491 239 2458 314">SERVICES: Data management, attribute/content capture and aggregate, QR code generation, Landing page development/hosting/distribution</p> <p data-bbox="491 328 2458 492">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.</p> <p data-bbox="491 506 1116 535">MORE INFORMATION: www.qliktag.com</p> <p data-bbox="491 549 1821 578">CONTACT INFORMATION: Mike Briggs, mike.briggs@qliktag.com, 949-760-3888 ext. 701</p>
<p data-bbox="84 614 458 714">S4RB (Solutions for Retail Brands)</p>  <p data-bbox="109 1049 443 1078">Solutions for Retail Brands</p>	<p data-bbox="491 614 2407 778">SERVICES: Attribute/content capture and aggregation, Data management, landing page development/hosting/distribution</p> <p data-bbox="491 656 2407 778">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.</p> <p data-bbox="491 835 1694 863">We provide a cost-effective sustainable solution for implementing SmartLabel®.</p> <p data-bbox="491 921 2458 1092">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.</p> <p data-bbox="491 1149 2331 1220">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.</p> <p data-bbox="491 1235 1082 1263">MORE INFORMATION: www.s4rb.com</p> <p data-bbox="491 1278 1745 1306">CONTACT INFORMATION: Marsha Turan, marsha.turan@s4rb.com, 1-866-740-3895</p>



SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="84 239 254 285">Scanbuy</p> 	<p data-bbox="491 239 1765 275">SERVICES: SmartLabel® QR Code Generation, Landing Pages Development & Hosting</p> <p data-bbox="491 285 2461 582">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.</p> <p data-bbox="491 592 1403 628">MORE INFORMATION: http://www.scanbuy.com/smartlabel</p> <p data-bbox="491 638 1862 674">CONTACT INFORMATION: Maryann Moschides, maryann@scanbuy.com, +1 914-912-3801.</p>
<p data-bbox="84 701 254 746">Selerant</p> 	<p data-bbox="491 701 2155 736">SERVICES: Data mapping and management, consulting, along with systems integrations and managed services</p> <p data-bbox="491 746 2466 1003">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</p> <p data-bbox="491 1013 2308 1049">MORE INFORMATION: http://www.selerant.com/ or https://compliancecloud.selerant.com/, see attached presentation</p> <p data-bbox="491 1059 2461 1132">CONTACT INFORMATION: Sandra Gebauer (Dir. of Regulatory & Scientific Affairs) Sandra.gebauer@selerant.com, 646-272-8050 or Main Office: 212-792-8910</p>

SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="86 244 168 279">SGK</p>  <p data-bbox="96 486 438 508">A Matthews International company</p>	<p data-bbox="494 239 2346 319">SERVICES: SmartLabel® implementation consulting & PM, vendor integration, scanning pathway (e.g., QR, DW) placement, graphics strategy & adaptation, and content capture/creation</p> <p data-bbox="494 329 2440 539">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.</p> <p data-bbox="494 549 1345 582">MORE INFORMATION: Website: http://www.sgkinc.com</p> <p data-bbox="494 592 1803 625">CONTACT INFORMATION: Barbara Glass, Barbara.Glass@sgkinc.com, +1.203.918.4052.</p>
<p data-bbox="86 662 412 758">SummitVentures LLC</p>	<p data-bbox="494 658 2448 782">COMPANY DESCRIPTION: SummitVentures is a Consumer Products consultancy focused on helping brands grow their business by building consumer and trading partner trust. In this context, “brands” are national, Local, regional, retail banners or retailer private brands.</p> <p data-bbox="494 792 2410 958">SummitVentures has three primary focus areas: Business to Consumer, Business to Business to Consumer, and Business to Business Trading Partner Collaboration. Jim can help connect-the-dots and help build capabilities and partnerships to provide consumers with more accurate information, leveraging SmartLabel® and retailer systems. Jim’s experience crosses retailer joint business planning, business unit and geographic management around the world.</p> <p data-bbox="494 968 1207 1001">MORE INFORMATION: https://sumvtures.com/</p> <p data-bbox="494 1011 1727 1043">CONTACT INFORMATION: Jim Flannery - jmflannery@gmail.com – (513) 910-3961</p>

SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<p data-bbox="84 239 242 285">Syndigo</p> 	<p data-bbox="491 239 2440 364">COMPANY DESCRIPTION: Industry powerhouses combine to form Syndigo, the trusted single source provider of product content management solutions. With the first unified platform for content management, syndication, analytics, and verified product information, Syndigo is raising the standard of what great product experiences can be.</p> <p data-bbox="491 371 1123 406">MORE INFORMATION: www.syndigo.com</p> <p data-bbox="491 414 1770 449">CONTACT INFORMATION: Chris Barnes – chris.barnes@syndigo.com – 312-766-4705</p>
<p data-bbox="84 554 351 649">Transparency Ventures</p> 	<p data-bbox="491 554 2458 892">COMPANY DESCRIPTION: Transparency Ventures is a consultancy devoted to helping consumer-facing businesses with product transparency and traceability. Our expertise is in helping companies develop a strategic approach for information transparency that fits their business and brand strategies, data and information architecture capabilities, and corporate communications objectives. If you are considering participation in the national SmartLabel® program, we helped build it, and are the experts who can help you understand the program's requirements and how best to navigate the range of implementation solutions open to you. We are objective, unbiased, and knowledgeable about the universe of SmartLabel® service providers, so we can help you assess the best approach, including an in-house solution. We can also advise on how to best leverage SmartLabel® as part of your organizations' overall digital ecosystem.</p> <p data-bbox="491 899 1337 935">MORE INFORMATION: www.transparencyventures.com</p> <p data-bbox="491 942 1860 978">CONTACT INFORMATION: Deb Arcoleo - deb@transparencyventures.com - (717) 742-5401</p>