

# SmartLabel Knowledge Partner Services Map



**Data Management Vendors**

  LABELINSIGHT.






NIelsen BRANDBANK

   WORLD SYNC

**Attribute/Content Capture & Aggregate**

    NIelsen BRANDBANK  LABELINSIGHT.

**QR Code Generation/Enabling Technology Provider**



 Scanbuy    DIGIMARC  WORLD SYNC

**Landing Pages Development, Hosting and Distribution**

 NIelsen BRANDBANK  Scanbuy

    WORLD SYNC

**Consulting, Systems Integration, Managed Services**

 WORLD SYNC NIelsen BRANDBANK SummitVentures LLC  Transparency Ventures

**Association Partner**



 SNAC INTERNATIONAL  AFFI AMERICAN FROZEN FOOD INSTITUTE  GS1 US

# 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	Association / Industry Partner
1WorldSync	✓	✓	✓	✓	✓	
AFFI						✓
Brandbank	✓	✓		✓	✓	
Digimarc			✓			
Foodmaestro	✓	✓		✓		
GS1						✓
Label Insight	✓	✓	✓	✓		
Qliktag	✓	✓	✓	✓		
Scanbuy			✓	✓		
Snac International						✓
SummitVentures LLC					✓	
Syndigo	✓	✓		✓		
Transparency Ventures					✓	



# SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<b>1WorldSync</b> 	<p><b>SERVICES:</b> 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.</p> <p><b>COMPANY DESCRIPTION:</b> 1WorldSync today operates in 60 countries, with 13,000 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.</p> <p><b>MORE INFORMATION:</b> Website: <a href="http://www.1WorldSync.com">http://www.1WorldSync.com</a></p> <p><b>CONTACT INFORMATION:</b> Scott Brown, <a href="mailto:sbrown@1worldsync.com">sbrown@1worldsync.com</a>, +1.609.651.9888</p>
<b>AFFI</b> 	<p><b>SERVICES:</b> Advocacy, Education and Research, Industry Elevation and Promotion.</p> <p><b>ASSOCIATION DESCRIPTION:</b> The American Frozen Food Institute (AFFI) is the national trade association that represents America's frozen food and beverage makers. Our members are farmers, fruit and vegetable growers, makers of prepared meals, and suppliers and distributors that provide over 670,000 American jobs. AFFI advocates the public policy interests of the industry before legislative and regulatory entities, serves as the voice of the industry before consumers, policymakers and the media and as a resource to its members, and fosters industry development and growth through networking, educational, research and statistical programs.</p> <p><b>MORE INFORMATION:</b> Website: <a href="https://affi.org/">https://affi.org/</a></p> <p><b>CONTACT INFORMATION:</b> <a href="#">Contact AFFI - AFFI - American Frozen Food Institute</a></p>


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Partner	Brief Overview of Services
<b>Brandbank</b>  	<p><b>SERVICES:</b> Data Management, Attribute/Content Capture &amp; Aggregate, Hosting &amp; Distribution, Consulting, Systems Integration, Managed Services</p> <p><b>COMPANY DESCRIPTION:</b> Nielsen Brandbank is the leading provider of digital product content solutions. We enable brands and retailers to deliver the best shopping experience by providing the ability to capture and share rich digital product content on all channels seamlessly. Nielsen Brandbank's end-to-end solutions connect shoppers to the most up-to-date and relevant digital product content, making consumer goods more discoverable and engaging. We work with our customers to digitise their product information, by connecting brands and retailers directly to shoppers and greatly improving the shopper experience. With over 20 years of experience and operating in 39 countries, Nielsen Brandbank is the content partner to over 52,000+ brands, 700+ retailers, and wholesalers across the globe. With Nielsen Brandbank as your partner, you can rest assured that our expertise and industry knowledge will enable you to digitalise the shopper experience.</p> <p><b>MORE INFORMATION:</b> Website: <a href="http://nielseniq.com">http://nielseniq.com</a></p> <p><b>CONTACT INFORMATION:</b> Delaney Kling, <a href="mailto:delaney.kling@nielseniq.com">delaney.kling@nielseniq.com</a> /Joshua Walker, <a href="mailto:joshua.walker@nielseniq.com">joshua.walker@nielseniq.com</a></p>
<b>Digimarc</b>  	<p><b>SERVICES:</b> Digimarc Barcode, Digimarc Mobile Software Development Kit (SDK), Packaging Enhancement Services.</p> <p><b>COMPANY DESCRIPTION:</b> 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><b>MORE INFORMATION:</b> <a href="https://www.digimarc.com">https://www.digimarc.com</a></p> <p><b>CONTACT INFORMATION:</b> Larry Logan, <a href="mailto:larry.logan@digimarc.com">larry.logan@digimarc.com</a>, +1.503.469.4965</p>



# SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<div><b>Foodmaestro</b></div> <div></div>	<p><b>SERVICES:</b> Data Management, Attribute/Content Capture &amp; Aggregate, Landing Pages Development, Hosting &amp; Distribution.</p> <p><b>COMPANY DESCRIPTION:</b> We take the complexity out of the data so you can focus on finding the right foods. Helping consumers live safer and healthier lives by enabling retailers, manufacturers, health care and consumers directly; we support some of the world's leading brands to deliver a better food experience. Founded in 2014, the Foodmaestro has evolved to be one of the leading food data platforms that enables industry to execute powerful digital strategies in support of driving increased food transparency and empowering healthier eating by turning data into meaningful personalised consumer information. Foodmaestro enables your end-to-end SmartLabel® strategy to reach consumers through product transparency by going beyond the label and connecting consumers with trusted product information they desire.</p> <p><b>MORE INFORMATION:</b> General: <a href="#">SmartLabel Solutions   FOODMAESTRO</a> Video: <a href="https://vimeo.com/473355293">https://vimeo.com/473355293</a></p> <p><b>CONTACT INFORMATION:</b> Justin Kwee, <a href="mailto:justin@foodmaestro.me">justin@foodmaestro.me</a> +1.312.320.3698</p>
<div><b>GS1</b></div> <div></div>	<p><b>SERVICES:</b> Data Services, LEI Services, GS1 Resolver Services, Digital Tools.</p> <p><b>ORGANIZATION DESCRIPTION:</b> GS1 US® is a not-for-profit information standards organization. GS1 US has 300,000-plus members, and GS1 Standards are the most widely-used supply chain standards in the world. Founded in 1973 and based in Ewing, New Jersey, GS1 US administers the Universal Product Code (U.P.C.) barcode, as well as other information standards and data carriers. GS1 US collaborates with business and industry to encourage the adoption and use of GS1 Standards-based solutions that can help improve business processes. The standards also help support many regulatory compliance requirements for a number of industries including healthcare and the food industry. Through our industry initiatives program, GS1 US collaboratively works with industries and stakeholders to address challenges and meet goals through standards-based solutions.</p> <p><b>MORE INFORMATION:</b> <a href="#">Homepage</a>   <a href="#">GS1</a></p> <p><b>CONTACT INFORMATION:</b> Ryan Richard, <a href="mailto:rrichard@gs1us.org">rrichard@gs1us.org</a></p>

# SmartLabel Knowledge Partner Services Description



Partner	Brief Overview of Services
<div><div>Label Insight</div><div><div>LABELINSIGHT.</div></div></div>	<p><b>SERVICES:</b> Data Management Vendor; Attribute/Content Capture &amp; Aggregate; QR Code Generation, Landing Pages Development, Hosting &amp; Distribution.</p> <p><b>COMPANY DESCRIPTION:</b> Label Insight was founded with the purpose of empowering consumers with the knowledge to make better product choices and understand what’s in the products they use and consume. 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 overwhelming, but Label Insight makes SmartLabel participation and integration seamless and efficient with our end-to-end, fully automated SmartLabel solution, LabelSync™. LabelSync is the industry’s most comprehensive solution for data transformation, content enrichment and SmartLabel page management, delivering product transparency to your consumers and meeting your compliance needs. LabelSync offers a turnkey solution for brands to maintain digital product data synchronization across all devices as product features, formulations, packaging and marketing evolve over time. Leading CPG brands have already realized just how easy it can be with both large and small scale implementations. Label Insight’s solution takes you from package flat to SmartLabel compliance in as little as 24 hours by automatically mapping 100% of the required SmartLabel attributes, removing the need to manually input data. We then enable our custom API to populate landing pages and product detail pages on your <a href="https://www.brand.com">brand.com</a> site, configure custom links through QR code technology, and integrate directly into your PIM or data syndication system through our end-to-end solution in accordance with SmartLabel requirements.</p> <p><b>MORE INFORMATION:</b> General: <a href="https://www.labelinsight.com/">https://www.labelinsight.com/</a> SmartLabel®: <a href="https://www.labelinsight.com/label-sync/">https://www.labelinsight.com/label-sync/</a> Video: <a href="https://vimeo.com/160803542">https://vimeo.com/160803542</a></p> <p><b>CONTACT INFORMATION:</b> Anna Thibaut, <a href="mailto:athibaut@labelinsight.com">athibaut@labelinsight.com</a></p>

# SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<b>Qliktag</b> 	<p><b>SERVICES:</b> Data Management, Attribute/Content Capture and Aggregate, QR Code Generation, Landing Page Development, Hosting &amp; Distribution.</p> <p><b>COMPANY DESCRIPTION:</b> The Qliktag Platform offers brands and manufacturers a powerful, scalable and highly cost-effective technology solution to deploy and manage SmartLabel® across product lines with ease. The platform enables brands to upload, import or input their product attributes and product data into the system, drag and drop a SmartLabel® control with a few steps and instantly deploy hundreds or thousands of SmartLabels, with unique digital links and QR codes in a matter of minutes. The Qliktag Platform offers a robust technology platform to help you not just setup your SmartLabel® attributes and landing pages, but also manage them long term without additional overhead. From data management to SmartLabel® landing pages, to everything in between, we have the total solution in one platform.</p> <p><b>MORE INFORMATION:</b> <a href="http://www.qliktag.com">www.qliktag.com</a></p> <p><b>CONTACT INFORMATION:</b> Dilip Diswani, <a href="mailto:dilip.daswani@qliktag.com">dilip.daswani@qliktag.com</a>, 949.760.3888 ext. 1001</p>
<b>Scanbuy</b> 	<p><b>SERVICES:</b> SmartLabel® QR Code Generation, Landing Pages Development &amp; Hosting</p> <p><b>COMPANY DESCRIPTION:</b> 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><b>MORE INFORMATION:</b> <a href="http://www.scanbuy.com/smartlabel">http://www.scanbuy.com/smartlabel</a></p> <p><b>CONTACT INFORMATION:</b> Maryann Moschides, <a href="mailto:maryann@scanbuy.com">maryann@scanbuy.com</a>, +1.914.912.3801</p>




# SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<b>SummitVentures LLC</b>	<p><b>SERVICES:</b> Consulting, Systems Integration, Managed Services</p> <p><b>COMPANY DESCRIPTION:</b> 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. 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><b>MORE INFORMATION:</b> <a href="#">SummitVentures LLC</a></p> <p><b>CONTACT INFORMATION:</b> Jim Flannery - <a href="mailto:jmflannery@gmail.com">jmflannery@gmail.com</a> , +1.513. 910.3961</p>
<b>SNAC</b> 	<p><b>SERVICES:</b> Advocacy, Networking, Education</p> <p><b>COMPANY DESCRIPTION:</b> Founded in 1937, SNAC International (formerly Snack Food Association) is the leading international trade association for the snack industry representing over 400 companies worldwide, including suppliers, marketers and manufacturers. Upon its three pillars of education, advocacy, and networking, SNAC is committed to connecting the snack industry to create growth and opportunity.</p> <p><b>MORE INFORMATION:</b> <a href="https://snacintl.org/">https://snacintl.org/</a></p> <p><b>CONTACT INFORMATION:</b> <a href="#">Contact SNAC International, Trade Association, Arlington, Virginia (snacintl.org)</a></p>
<b>Syndigo</b> 	<p><b>SERVICES:</b> Data Management, Attribute/Content Capture &amp; Aggregate, Landing Page Development, Hosting &amp; Distribution</p> <p><b>COMPANY DESCRIPTION:</b> 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><b>MORE INFORMATION:</b> <a href="http://www.syndigo.com">www.syndigo.com</a></p> <p><b>CONTACT INFORMATION:</b> Chris Barnes – <a href="mailto:chris.barnes@syndigo.com">chris.barnes@syndigo.com</a> , +1.312.766.4705</p>



# SmartLabel Knowledge Partner Services Description

Partner	Brief Overview of Services
<div><div><div>Transparency Ventures</div><div> Transparency Ventures</div></div></div>	<p><b>SERVICES:</b> Consulting, Systems Integration, Managed Services</p> <p><b>COMPANY DESCRIPTION:</b> 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><b>MORE INFORMATION:</b> <a href="http://www.transparencyventures.com">www.transparencyventures.com</a></p> <p><b>CONTACT INFORMATION:</b> Deb Arcoleo, <a href="mailto:deb@transparencyventures.com">deb@transparencyventures.com</a>, (717) 742-5401</p>