



FOR IMMEDIATE RELEASE

SMARTRAC AND SUKU LEVERAGE NFC AND BLOCKCHAIN TO GUARANTEE AUTHENTICITY OF COVID-19 TEST KITS AND PPE

GLENDALE, Calif. — May 12, 2020 — Smartrac, an Avery Dennison (NYSE:AVY) company, and blockchain startup [SUKU](#), today announced a digital verification solution to authenticate COVID-19 testing kits and personal protective equipment (PPE). The NFC-powered platform enables instant verification of authenticity and provides end-to-end supply chain transparency.

By equipping COVID-19 test kits and PPE with Smartrac's CIRCUS™ NFC tags, the solution utilizes Avery Dennison's Digital Identity Platform to feed tag data to SUKU's blockchain-based supply chain application. The data from the mobile engagement then confirms the authenticity and provenance of the tagged product, reassuring customers and ultimately increasing trust. Customers can also view their purchase price of PPE compared to the global average, providing transparency to help in the fight against price gouging.

The test kit solution allows organizations to access real-time data from test kit results to make informed decisions on the allocation of doctors, facilities and resources. By opening a communication channel with healthcare officials, the solution will also provide patients with guidance on appropriate behavior in case of a positive test result.

"By combining Avery Dennison's Digital Identity Platform and Smartrac's NFC technology with SUKU, we are enabling true transparency for users of COVID-19 testing kits and PPE. Pairing each physical item with a unique digital identity enables visibility of where the items are being distributed, helping healthcare providers, governments and consumers make better, faster decisions based on access to real-time data," said Francisco Melo, VP/GM, Avery Dennison Intelligent Labels.

This solution is among the latest contributions from Avery Dennison companies globally which are leading efforts across the supply chain to respond to the COVID-19 pandemic with advanced product innovation and increased manufacturing capacity, especially for essential medical and health-related products.

"As providers around the world are working to quickly expand the availability of PPE and tests for COVID-19, it's important to build technology that's easy to adopt.



Our goal is to offer a simple solution that doesn't require complex systems integration, providing the right transparency, provenance, supply availability, and real-time data needed using NFC tags enabled by the SUKU Blockchain," said Yonathan Lapchik, CEO, SUKU.

High performance is essential to ensuring read reliability of the tag throughout the supply chain. Smartrac's CIRCUS inlays and tags with NXP's NTAG213 chip are designed to suit applications where small size and high performance are critical. They offer 144 bytes of user memory, and come with unique ID (UID) mirror functionality, which enables the chip serial number to be mirrored as part of its encoded URL address. This feature allows every tag to be seen and read as unique from the application perspective, without requiring users to encode inlays with different numbers.

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About SUKU

SUKU aims to become the universal symbol of truth for consumers and brands, making commerce more transparent and efficient through the power of blockchain. SUKU helps bridge the gap between conscious consumers and brands, by providing access to transparent, verified products and providing companies the ability to connect with this group of consumers. The SUKU team consists of a group of successful entrepreneurs and corporate leaders with a background in supply chain and blockchain from Deloitte's Blockchain Lab. SUKU is developed by its parent company Citizens Reserve, Inc. headquartered in Los Gatos, California. For more information, please head to www.suku.world and join our Twitter and Telegram channels.



About Avery Dennison

Avery Dennison (NYSE: AVY) is a global materials science company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical, and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs more than 30,000 employees in over 50 countries. Reported sales in 2019 were \$7.1 billion. Learn more at www.averydennison.com.

Smartrac, an Avery Dennison company (NYSE: AVY), is a global market leader in RFID products and solutions, providing both ready-made and customized offerings. For more information, visit www.smartrac-group.com

Image



Smartrac CIRCUS™ NFC Inlays + Tags