

The Internet of Packaging



Yoav Hoshen, Senior Vice President, Business & Strategy



**WE LIVE IN A
FAST-CHANGING WORLD**

A WORLD IN WHICH TECHNOLOGY CONSTANTLY CONNECTS & GENERATES DATA



BIG DATA



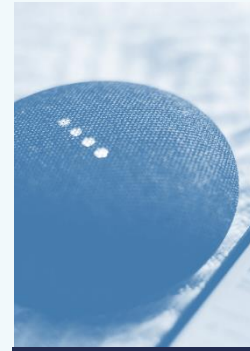
AI



IOT



WEARABLES



VOICE
ASSISTANT
DEVICES



AUTONOMOUS
VEHICLES

A photograph of a busy city street with a large crowd of people walking. The image is heavily blurred, particularly in the foreground and background, to convey a sense of rapid movement and change. The people are dressed in casual to semi-formal attire, and the street is paved with asphalt. In the background, some buildings and a red double-decker bus are visible, suggesting an urban setting like London.

**Our customers are
also changing.....fast**

THE CPG MARKET IS GOING THROUGH DRAMATIC CHANGES





Smart Packaging

and the

Internet of Packaging

What is Smart Packaging and how it works ?

LEVEL 0



There are no smart nor connected features

LEVEL 1



Single code, same for all products.
Read with special reader (RFID)

LEVEL 2



Single code, same for all products.
Read by consumers (NFC, QR Code)
Passive

LEVEL 3



Serialization. Unique product code for each product, scanned or NFC based

LEVEL 4



Connected product with sensors and UX works with a smart phone, no tapping, no scanning

LEVEL 5



Stand alone connected product, connected to the Internet, sensors and UX on the product

Internet of Packaging (= IoP) Capabilities



Measure

Automatically measure the consumer product usage



Remind

Remind the consumer on the product and on the app to use/consume



Report

Report the usage to the app and/or cloud



Personal profile

Build a personal profile for each consumer



Engage

Two way engagement between the consumers and the brand



Dashboard

Live real time and historical data and analytics dashboard and reporting

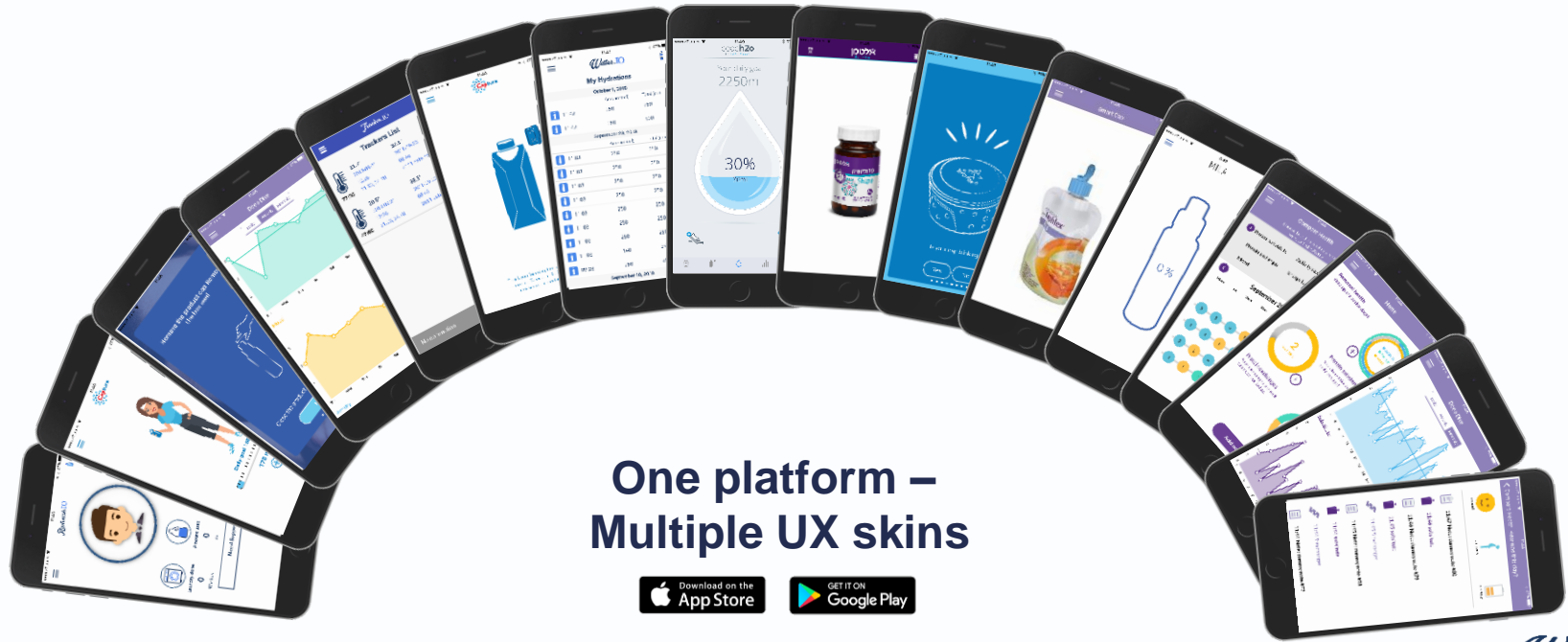
HOW IT WORKS

IoT PLATFORM



HOW IT WORKS

BRANDED APPS



HOW IT WORKS

INSIGHTS & ANALYTICS DASHBOARD



IoP ADVANTAGES



BRAND

- Know your customers
- Understand how they use your product
- Enable Direct to Consumer (DTC) + e-commerce
- Use data to up-sell additional products
- Reduce plastic waste by sending a refill package
- Maintain same production lines








CONSUMER

- Smart, personalized product
- Smart auto-replenish when product runs out
- Supports sustainable and circular consumption
- Maintain same consumer behavior






PRODUCTS & USE CASES

Home and Personal Care

-  Replenish
-  Measure
-  Dashboard
-  Engage
-  Remind








Beauty and Cosmetics

-  Replenish
-  Measure
-  Dashboard
-  Engage
-  Remind








Food and Beverage

-  Replenish
-  Measure
-  Dashboard
-  Engage
-  Remind



Medicine and Vitamins

-  Replenish
-  Measure
-  Dashboard
-  Engage
-  Remind





coach2o

BY Font Vella

HIDRATACIÓN INTELIGENTE



IoP - SUCCESS STORIES

VITAMINS, SUPPLEMENTS, PHARMA ADHERENCE

Personalized reminders on smart-cap & app improved user adherence



Adherence Improvement

1 out of 3 patients who stopped taking pills began again after receiving personalized encouraging messages



+34%

Churn reduction

68% of patients took their drug/vitamin around their personalized reminder time



68%

Responsiveness

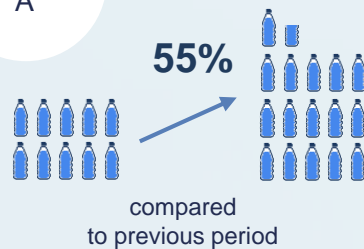
*Data based on live pilot with OTC multi vitamin for women, 1 pill per day, bottle with smart cap, group >100 patients, 2018-2019

IoP SUCCESS STORIES

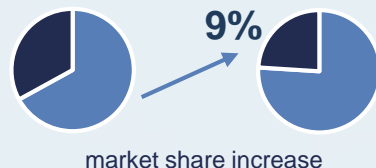
SMART HYDRATION SOLUTIONS FOR BOTTLED WATER

Customer A

SALES INCREASE



MARKET SHARE



Customer B

CONSUMER ADHERENCE

20% consumption increase

CONSUMER ENGAGEMENT

80% engagement after cap reminder

50% engagement after app reminder

7 daily engagements with app

- B2B Business model
- Founded: 2015, R&D & HQ in Tel Aviv, Israel
- Internet of Packaging (IoP) platform launched in 2017
- Patented Technology
- Over 500,000 smart caps already in the market



Client

Partner

Lead

Selected Clients:

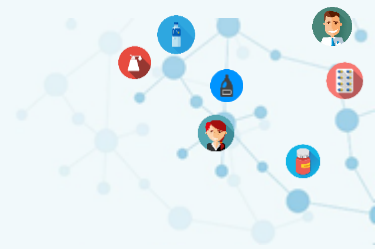


PARTNERS:



AWARDS:





CONTACT US



Yoav@water-io.com



+972-54-4677875



2 Bergman St.,
Rehovot
Israel



Water-io.com