



## MAGIC ADD

# Magic Add Partners With UPM Raflatac to Grow the Global Reach of Internet of Packaging (IoP)

*Innovative Solution Combines High-Quality Labels with Unique Internet-Enabled Codes to Extend Brand and Physical Product Experience Beyond the Point of Sale*

**Helsinki, Finland, September 14th, 2017** - [Magic Add](#), an innovator in IoP (Internet of Packaging) smart packaging solutions is pleased to announce that it is partnering with [UPM Raflatac](#), one of the global leaders in the manufacturing of high-quality, high-performance self-adhesive label materials for product and information labelling.

In co-operation with Magic Add, UPM Raflatac has launched [RafMore](#), a cutting edge smart label solution designed to power and extend brand promotion, protection and logistics applications. RafMore combines labels and unique machine-readable codes to enable never before seen opportunities for consumer engagement, product verification, tracking and marketing analytics.

A smart, IoP (Internet of Packaging) solution, RafMore allows each and every labeled product to carry a unique digital identity. Embedded into label designs, these singular codes are mirrored and stored within Magic Add's cloud database to act as a pervasive data touchpoint at every stop along a product's journey from creation to consumption.

"Creating a unique digital identity for each product brings unprecedented opportunities for brands", said Ari Salonen, CEO of Magic Add. "As consumers become increasingly connected to the goods they buy and love, RafMore allows brands for the first time to tell their stories around each product they ship and sell to boost consumer engagement, loyalty and social sharing. In a saturated media and marketing environment this represents a completely untapped channel and great way to extend brand reach."

With RafMore each code embedded in a label can be linked to digital content that evolves as the product and consumer journey progresses. In this way, RafMore also allows brands not only to create new service models but to accurately track and trace products, improve inventory accuracy, verify authenticity and protect against counterfeiting attempts.

"RafMore allows brands to unlock the largely untapped potential of the labels attached to their products in a variety of different ways", said Jan Hasselblatt, Director, Global Business Development, UPM Raflatac. "RafMore connects each and every labeled product to the web and helps brands gather valuable information that can be used to increase consumer engagement, optimize logistics processes, and protect brand integrity."

RafMore will be showcased at Labelexpo Europe 2017 – the world's largest event for the label and package printing industry to be held in Brussels, Belgium from September 25th to 28th, 2017.

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### **Magic Add Ltd.**

[Magic Add](#) is creating the Internet of Packaging. Magic Add uses unique identifiers and a cloud-based platform to make cost-efficient, high-volume smart packaging for fast-moving consumer goods (FMCG). Based in Finland, Magic Add partners with leading packaging manufacturers and global consumer brands. With applications in marketing, manufacturing, and logistics, Magic Add's technology can be used to combat a diverse range of issues such as counterfeit goods and waste. Find out more about Magic Add and the Internet of Packaging at <http://www.magicadd.com/>.

### **UPM Raflatac**

[UPM Raflatac](#) is one of the world's leading producers of self-adhesive label materials. We supply high-quality paper and film label stock for consumer product and industrial labelling through a global network of factories, distribution terminals and sales offices. We employ around 3,000 people and made sales of EUR 1.4 billion (USD 1.5 billion) in 2016. UPM Raflatac is part of UPM – The Biofore Company. Find out more at [www.upmraflatac.com](http://www.upmraflatac.com).

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### **UPM**

Through the renewing of the bio and forest industries, [UPM](#) is building a sustainable future across six business areas: UPM Biorefining, UPM

Energy, UPM Raflatac, UPM Specialty Papers, UPM Paper ENA and UPM Plywood. Our products are made of renewable raw materials and are recyclable. We serve our customers worldwide. The group employs around 19,300 people and its annual sales are approximately EUR 10 billion. UPM shares are listed on NASDAQ OMX Helsinki. UPM - The Biofore Company - [www.upm.com](http://www.upm.com)

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