

## Anti counterfeiting and traceability of milk powder food

1、 The benefits of using a milk powder food traceability system Since the toxic milk powder incident, people have paid special attention to the quality and safety of dairy products, especially the attention to the consumption of milk powder for infants and young children. Parents hope to have some understanding of the ingredients, production date, origin, and packaging of milk powder, as the healthy growth of children is related to the happiness of every family. So parents all wish they had a long manual to let them know everything about the product. But this is too difficult for manufacturers. The information content is rich, but the packaging only has a fixed area, and we also need to consider the aesthetics of the packaging. By utilizing the long-standing anti-counterfeiting "one can, one code" anti-counterfeiting traceability function, these problems can be completely solved.

2、 Adopting the "one can, one code" technology, ensuring that every can of milk powder is safe and reliable The long-standing anti-counterfeiting milk powder food traceability system adopts "one can, one code" technology. Consumers only need to open WeChat and scan the QR code on the packaging when making a purchase, and can learn a series of detailed information about the origin, collection, production process, quality inspection, packaging, transportation, sales, etc. of the milk powder. This ensures that every can of milk powder is safe milk, making it worry free for businesses, happy for children, and reassuring for parents to buy. In addition to the above functions, the system can also develop a product point plan based on the consumer's scanning status after purchase. For example, if the consumer keeps purchasing the product, they can earn corresponding accumulated points each time they scan the code, and the accumulated amount can be exchanged for gifts. At the same time, merchants can use promotions to leave behind a large amount of clear and traceable backend data, which can be processed and analyzed, such as consumer preferences, shopping ability analysis, product usage, etc., to facilitate secondary precision marketing and develop products that better meet market demand, enabling enterprises to develop invincibly.

3、 Milk powder food traceability system, more effective in anti-counterfeiting and anti-counterfeiting An effective solution for brand protection and anti-counterfeiting in the milk powder food traceability system. Whether in terms of market response speed, connecting retail terminals, logistics tracking, or controlling distribution channels, product traceability plays a crucial role. Once a product has a problem, the product traceability system can accurately identify which link has the problem.

4、 What other problems can the milk powder food traceability system solve? Timely after-sales issues can be addressed through product recall records, which should include information such as product name, trademark, specifications, production date and batch, recall quantity, recall area and location, recall reason, recall level, recall implementation, recall announcement, disposal situation, recall effect, and recall person in charge. Resolve the primary issue as soon as possible. In addition to the "one can, one code" mentioned above, Longevity anti-counterfeiting can also use various methods such as "one item, one code" and "one product, one code" based on the characteristics of enterprise products to create a full process monitoring and management system for products from the source to the consumer terminal for each enterprise.

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