



KAUTEX

A Textron Company

THE SMART REUSABLE CUP

EXPERTISE IN PLASTICS_



Cloud
connected

The smart reusable cup

The connection between sustainability and digitalization



The production process

The chip is inserted into the cup in a tamper-proof manner during the production process, encased in material and fed directly into a cloud via a feeder - creating a unique identification number. The QR code is also cloud-connected and can be found on the in-mold or by laser.

The advantages

- Automated inventory management
- Track & Trace along the supply chain
- Increased product engagement
- Flexibility & individualization in content management



NFC or QR Code

QR Code

Application by laser or in-mold label
Automated initialization in the cloud

NFC Chip

Chip integration via in-mold label during the production process

Automated initialization in the cloud

Scan with your smartphone or a special scanner



Product Engagement

- Customer interaction
- Special offers, incentives, communication campaigns
- Link to product information, documentation, websites, videos, apps and more



Flexibility and customization

- Linked data that can be adjusted in real time, e.g. updated product information after purchase or use
- Individual content per item



(New) Data

- Passive chip (no data is stored on the chip)
- Customer insights
- Life-Cycle Data (EU law that prescribes reuse strategies and optimization of the product life cycle)

RFID Chip



Chip integration via in-mold label during the production process
Automated initialization in the cloud
Scanning via handheld reader or gate infrastructure possible



Every RFID-chipped product has a UID in accordance with GS1 standards
Serialization possible in combination with QR or matrix codes



Inventory management

- Bulk reading up to entire pallets
- Individual tracking per item
- Support for return and deposit systems



Track & Trace

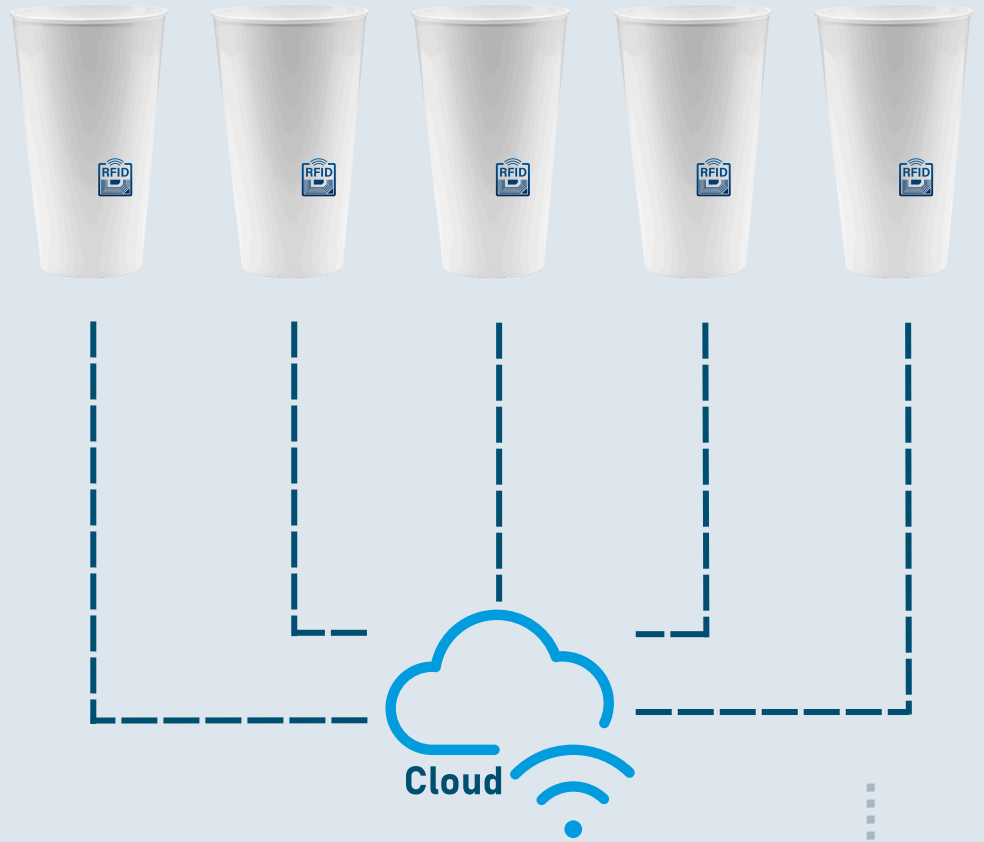
- Passive chip (no data is stored on the chip)
- Option for digital product passport
- Logistics Insights
- Life-Cycle Data (EU law that prescribes reuse strategies and the optimization of the product life cycle)
- Statistics (e.g. reuse counter)
- Counterfeit protection with serialization and traceability

What is an UID?

The chip is fed directly into a cloud via a feeder during the production process - creating a unique identification number. Each product has a globally unique identification number




Unique identification number - UID



The chips and QR codes are linked before use to that a precise identical ID is guaranteed and the information associated is always provided.

You are interested in our smart packaging solutions or have questions about this topic? Our sales department will be happy to provide you with information!

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Zero Waste

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Recycling and circular economy

Complete recycling process in certification. Material and chip separation. Further processing into new products. Up to 6 reproduction cycles.