JANELA for richer consumer connections:
Enabling brands and retailers to connect and communicate with consumers via smart products

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I. HOW OUR CUSTOMERS USE JANELA
Over the past decade, the customer journey has become increasingly digital and complex thanks to high smartphone penetration. Consumers now interact with brands via multiple digital channels in addition to offline, anywhere and anytime.
FROM SINGLE CHANNEL MODEL TO DATA DRIVEN, MULTI-MOMENT MODEL

PAST
PUSH MODEL
Product in-store, catalog or website
Direct purchase – single channel

CURRENT
OMNICHANNEL MODEL
Build consistent experience across all platforms
Consumer decides where they interact and how they purchase

FUTURE
DATA DRIVEN, MULTI-MOMENT MODEL
Product ID drives multilayer experience based on consumer preference and behaviour
Recommendations based on synthesis of data
INTRODUCING JANELA™

Avery Dennison’s Janela™ solution, powered by the EVRYTHNG Smart Products Platform, enables apparel and footwear products to have a unique, serialized label, which then connects to EVRYTHNG’s IoT cloud-based software.

That means every Janela™ product is ‘born’ digital with the ability to capture real-time data, enhance consumer experiences, and make the manufacturing and selling of products more efficient and intelligent.
HOW INDUSTRY PLAYERS USE SMART PRODUCTS PLATFORM

Today, brands are exploring smart products platform to...

1. **Transparency & Traceability**
   Your product becomes a window to the product’s journey across the supply chain, data aggregation / “one truth”

2. **Create new (digital) revenue channel**
   Your product becomes a new direct-to-consumer channel

3. **Brand-owned digital marketing touchpoint**
   Your product becomes a strategic digital marketing channel
Janela™ powered by EVRYTHNG  
Solution overview

1. Assign a unique digital identity for every product item, authenticated at point of production.

2. Activate and associate identities and physical products at the factory.

3. Consumer engagement and data capture in-store and post purchase with content, reward and direct eCom.

4. Brand protection detection and visibility from products at retail and post purchase.
With smart products, brands can engage with consumers beyond traditional retail setting and deliver relevant digital experiences at any moment.

**1st Scan: E-com page**

**2nd Scan: Exclusive content**

- **End to end supply chain visibility & traceability**
- **Brand integrity Anti counterfeit**
- **First party consumer data**
- **Authentication**
- **Registration**
- **Mobile self checkout**
- **Product information**
- **Rewards**
- **Recycling**
Where is the product from?

Who owns it?

What other products of mine do they own?

Who else has scanned this product?

When did they purchase this product?

Where was it made?
JANELA™ OVERVIEW

JANELA Customer Experience via RFID labels

Enables retailers to create truly unique in store shopping experiences without POS hardware investment.

RFID data with POS data gives you real LP visibility and a platform for omnichannel replenishment.

SHORT URL

PRICE TICKET

EPC
1. SELF-CHECKOUT

- Unique code linked via QR and RFID.
- Consumer scans QR code, redirected to e-commerce based webpage where they can purchase the product without going to the checkout.
- Janela platform handles and manages payments and security systems to remove inefficiencies within the checkout process.
- Requires 3rd party software solution.
2. FAST RETURN

- Online orders redirected to returns and feedback page
- Could be linked to order number.
- Capture user feedback.
3. LOYALTY

- Loyalty redirect for any post purchase scan.
- Capture 1st party consumer details.
- Push exclusive content and offers directly to the consumer.
- Geo-locate consumer data.
- 1:1 owned marketing channel.
4. SUSTAINABILITY

- Link to all brand’s sustainability messaging.
- Product related information.
- Recycling/returns information.
5. BRAND EVENTS

- Offer exclusive access to brand owned events by allowing consumer to scan the unique QR code.
6. IP INFORMATION

- Staff application for product information and brand protection.
- Not accessible to consumers.
- Leverage consumer scan data for added brand protection visibility.
FACTORY ACTIVATION - OVERVIEW

WHAT IS FACTORY ACTIVATION?
The factory activation (“scan-scan”) process associates a QR code with a product SKU.

WHAT DOES IT ENTAIL?
The association is made when a factory partner...
1. opens specially designed app, on a tablet device
2. scans the embedded apparel label QR code
3. scans the hang tag barcode (UPC/EAN), automatically adding the record to the brand’s serialized database.

This step typically takes 3-4 seconds*. Once completed, establishes a unique digital identity that is permanently associated with each physical item.

*Process times may be impacted by Product Category / Equipment / QR code media placement / Factory network performance

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HOW OUR CUSTOMERS USE JANELA
In partnership with EVRYTHNG, Avery Dennison launched a blockchain solution for the fashion industry with 1017 ALYX 9SM, Matthew Williams’ fashion label.

➔ By scanning a label with their smartphone, consumers can view the garment’s "journey", track it back from creation to the rack and point of sale.
➔ Consumers can confirm the authenticity of the product, along with its sustainability credentials.
➔ Brands will have full visibility the product's journey, giving them access to data across different sales channels and consumer preferences in real time.
Currently Avery Dennison and EVRYTHNG are working with a major, global premium apparel brand to create a dynamic digital link between the Brand’s consumers, products and supply chain to protect the brand and increase DTC/E-commerce revenue via consumer engagement.

During the 10-week pilot, result across several product lines, in which consumer engagement (post-purchase) exceeded 15%, despite the original expectation of 5%.

The program is in full implementation phase as of October 2018.
JANELA™ OVERVIEW

DIGITAL ID USE CASE:
BRAND OWNED DIGITAL MARKETING TOUCHPOINT

ROCHAMBEAU - BRIGHT BMBR
Avery Dennison and Rochambeau collaborated to create a smart bomber jacket called the Bright BMBR. The jacket has a NFC chip and personalized QR code, allowing it to act like a VIP pass to different events around New York, including a tasting menu for two at tapas spot Toro, a personal tour of New Release art gallery, and entry to some exclusive clubs. It also unlocks gifts at certain locations, including a piece of signed artwork inspired by the jacket.

REBECCA MINKOFF  ALWAYS ON:
In-store and Post Purchase Experiences
In collaboration with Rebecca Minkoff, the brand launched “smart” bags. JANELA, powered by Evrythng, gives each of the items a digital identity in the cloud, which when accessed, will unlock exclusive offers, e-commerce services, private styling sessions with Rebecca, style recommendations, video content, an invitation to the following show, and elite experiences to enjoy with lifestyle partners. It will also automatically qualify the customer for a loyalty program.