Press release

**Digital connection for wines and spirits: Ramondin and tesa scribos unveil product innovation at the Vinitech 2018 trade show**

***The new product from international cap manufacturer Ramondin and tesa scribos, an expert in product digitalisation, produces wine and spirit bottles that are digitally connected. In keeping with the vogue term "Connected Bottle", bottle caps become a secure starting point for customer interaction, counterfeit protection and collection of market data. The new product will be unveiled at Vinitech 2018, where visitors can test it out themselves.***

**Heidelberg / Bordeaux, 15.11.2018. With the current trend of digitalisation, even everyday products are going digital. They are digitally connected using product markings, suddenly giving rise to entirely new added benefits. For example, a wine bottle will tell the manufacturer where it is at what time, and tells the customer which vineyard the grapes of the wine come from. Special product markings form the basis for functions like these. The new development from Ramondin and tesa scribos provides a product marking for wine and spirit bottles that is secured by means of a security feature and is already integrated in the bottle cap.**

**Easy implementation and high security at the core**

When it comes to the digitalisation of their products, two elements in particular are important for producers of wines and spirits: easy implementation and the reliability of the marking. Ramondin and tesa took on the challenge. The result? The bottle cap now has a QR code (or other data matrix code) on it, which is protected against copy attempts by a security feature. The innovative caps are supplied with the feature already built in. As a result, both the existing production processes and the label design are unaffected. The shiny material of the marking reflects the high quality of the product.

**Secure access to added digital benefits**

Manufacturers will see numerous benefits. This is because the markings are connected to digital tools from tesa scribos. These tools include a module for online authentication, a marketing module with lucky draws, and a market-data module, which gathers information on markets and customer behaviour. The data generated in this way must be free of any errors. A manufacturer would naturally only want to pay out a prize if the customer has indeed got an original product – not a counterfeit. The reliability of the data – and therefore of the marking conveying the data – is vital. The integrated security feature from tesa scribos is made using a laser inscription technology developed in-house. It can only be applied by tesa scribos, thus ensuring it is protected from counterfeiting.

*“Our innovative product enables producers of wines and spirits to benefit from the new possibilities of digitalisation – and with minimal integration costs, too”*, explains Marlene Ende, International Product & Market Manager at tesa scribos.

The new product will be unveiled as part of the Vinitech 2018 trade show. Visitors can test it themselves at the tesa scribos exhibition stand (Hall 1, D 2602). Damien Guille, Regional Sales Manager at tesa scribos, is happy to be contacted for interviews by telephone or in person:

Damien.Guille@tesa.com, Phone: +33 6 22 58 26 58

3,266 characters, including spaces

Image and text material available online at: <http://www.tesa-scribos.com/en/about-us/press>

For more information:

Elena Bose

Elena.Bose@tesa.com

+49 6221 33507 351

[www.tesa-scribos.com](http://www.tesa-scribos.com)

About Ramodin:

Ramondin was founded in 1890 in northern Spain and in its 128 years of history has grown to a multinational Group currently producing all types of capsules: Tin capsules (its flagship product), polylaminate and pvc capsules, Screw caps, champagne capsules and wirehoods. Six factories and several Sales Offices across the world provide a platform to be close to our customers; understanding their needs and responding to them with unparalleled levels of responsiveness. With the Customer at the centre of our minds, we are proud partners of more than 6 thousand wineries and distilleries in 5 different continents, with more than 2 Billion capsules produced every year. We strive to fulfill our customers’ expectations, focused in three areas: Social responsibility, Sustainability and Innovation. Coming to the innovation, in Ramondin we are delighted to unveil this new product, in cooperation with tesa scribos that will see our customers enter the Digital Era with the right foot.

About tesa scribos:

For brands that want to go digital, tesa scribos connects their products with the digital world. By creating unique markings and digital tools, we let your products communicate with consumers, exchange data and interact with track & trace systems. Together, we analyze your needs, develop your customized solution, and manage everything from idea to implementation - and beyond.

As a full subsidiary of tesa®, tesa scribos GmbH is part of tesa SE, a company in the Beiersdorf Group (the Nivea company). Since being established in 2001, the company has become an expert for product digitalization aiming for counterfeit protection, market intelligence and customer interaction. With years of experience in the strategic consulting, conceptual design, development and implementation of customer-specific product enhancement measures, customers of tesa scribos make use of new benefits from digitalization. tesa scribos offers solutions for all kinds of products such as spare car parts, lubricants, consumables, electronic components and consumer electronics, wine and spirits, pharmaceuticals and cosmetics. Customers of tesa scribos include leading global companies such as PSA Group, Bosch, Castel, Continental Aftermarket, and Danone.