atma.io
by Avery Dennison

Connecting physical and digital

atma.io connected product cloud is a platform that unlocks the end-to-end value of every individual product, driving savings and sustainability through traceability

Provide real-time inventory accuracy across the supply chain

Drive savings, efficiency, and profitability through supply chain optimization and operational excellence

Create Digital Product Passports (DPPs) to personalize consumer engagement and comply with upcoming regulations

Establish trust and

Enable waste

Support your

transparency by providing verified sustainability credentials with data

reduction and elimination with real-time actionable insights

net-zero journey through carbon footprint mapping and reduction

A platform that unlocks the power of connected products by assigning unique digital IDs to everyday items, providing unparalleled end-to-end traceability and transparency by storing and managing all the events associated with each individual product – all the way from source to consumer and beyond, enabling circularity.

Traceability & transparency

Capture the full chain of custody along the supply chain and get real-time insights into the flow of products.

Sustainability & circularity

Track, measure, and analyze verifiable end-to-end carbon footprint for each product across the supply chain and reduce your impact.

Dynamic consumer engagement with DPP

Enable consumers to interact with products leveraging Digital Product Passports for personalized experiences helping them make informed decisions.

Why Avery Dennison?

90bn+
data carriers produced

5000+
global support experts

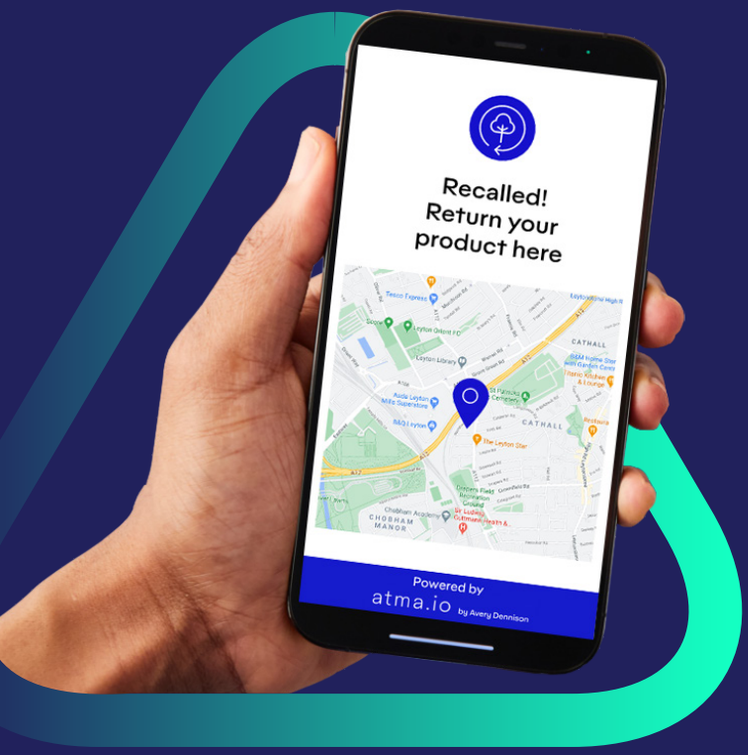
More than

30bn

physical items connected to atma.io

50+

countries, operating at a global scale



A world leader in digital product passports

Delivering integrated physical and digital solutions

Scalable & interoperable

Supporting GS1 Digital Link and EPCIS with an open-API-first approach

Trusted experts who can deliver

Implementing end-to-end supply chains at scale

A partner to every industry

- Apparel and footwear
- Food and beverage
- Wine and spirits
- Beauty

Pharma and healthcare

Logistics

Automotive

The leading solutions provider of choice for the industry

"adidas integrated atma.io's connected product cloud into our Infinite Play initiative to scale our ability to buy-back products and give them a second life."

David Quass
(former) Global Director, Brand Sustainability

adidas

"Gap Inc. hopes to utilize tools such as atma.io to establish raw material connectivity in supply chains, allowing for greater customization and less waste."

Alex Thomas
VP of Global Quality

Gap Inc.

"For atma.io, it's all about customer engagement initially and about telling our brand story. The plan is to let our customers know what the carbon footprint of each product is so they can make the choice based on what appeals to them."

Clare Byrne
Senior Supply Chain Executive

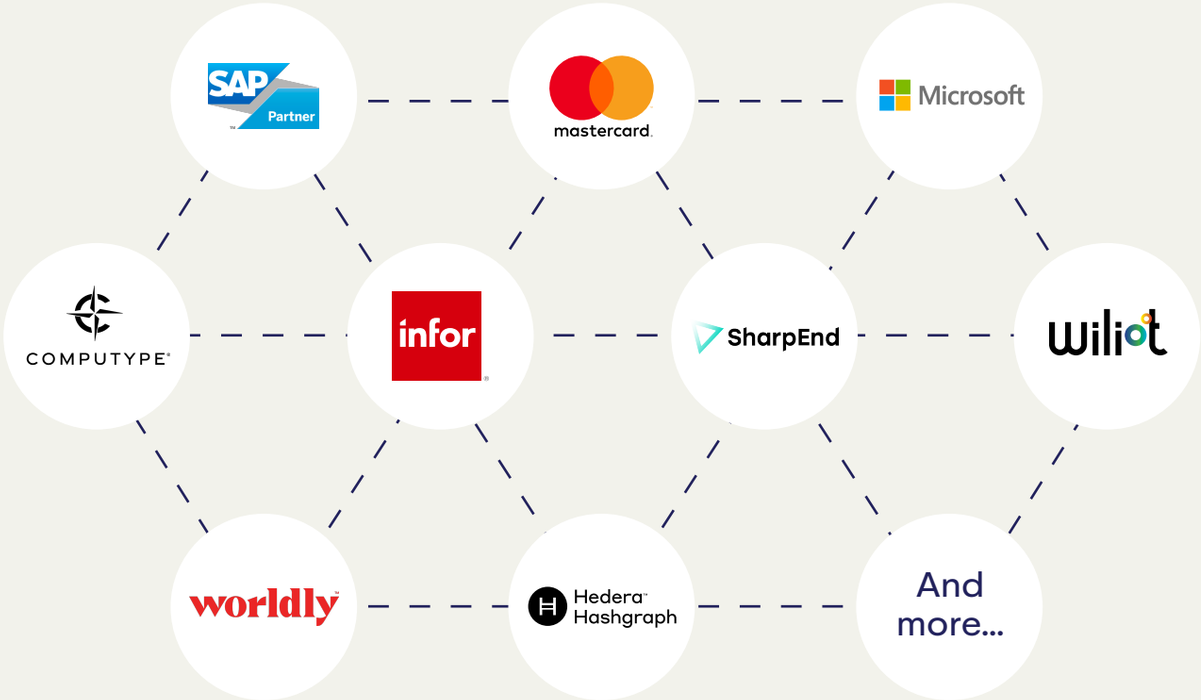
GYM COFFEE

Recognized by the industry

precisionFDA CHALLENGE AWARD

FAST COMPANY
WE MADE THE LIST!
WORLD CHANGING IDEAS 2022

An ecosystem of connected product possibilities



What if products could talk? What would they tell?

- country of origin
- raw material composition
- traceability journey
- carbon footprint data
- verified sustainability credentials
- product authentication
- compliance certificates
- re-use and care instructions

Scan the QR code to experience

Driving the trends in digital

Connected Experiences

91%

of consumers say the ability to see in-store inventory online is most important when planning a store visit

Source: PSFK, 2021

End-to-end Data

71%

of consumers are willing to pay a premium for brands they can rely on to provide traceability of products

Source: PSFK, 2021

Global Legislation e.g. DPP

EU and US legislators are proposing Digital Product Passports and data sharing, requiring companies to disclose ESG and supply chain data

43%

of consumers say transparency about a product's origins and journey is important to them whether it's food, apparel or beauty, (44%, 43% and 43%, respectively)

Source: The Missing Billions, 2022

Connect with our team

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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