



## PRESS RELEASE

### Eviosys launches EvioLink, bringing cans into the digital age

Paris, June 29, 2022 - As part of the ADF - Paris Packaging Week taking place from June 29 to 30, Eviosys, leading global supplier of metal packaging, announced the launch of its latest innovation, EvioLink. This unique QR code printed directly on each product provides manufacturers and consumers with a solution to key challenges: sustainable development, traceability, the fight against counterfeiting, personalized purchasing experience.

#### EvioLink, a new personalised and infinitely customisable service

Ever attentive to the latest consumer trends, Eviosys adopts a dynamic approach to innovation that reconciles the needs of its customers with those of end consumers in a way that respects the environment. The launch of EvioLink for its promotional packaging and aerosol products opens countless opportunities.

#### For manufacturers, EvioLink offers:

- **Infinite personalization:** brands will be able to link specific content to each QR code (especially for online sales) to create a unique experience based on the person's profile or where they consume the product. **Eviosys will also be able to offer solutions directly to customers in partnership with KURZ**, worldwide leader in thin film technology and functional coatings applied to carrier foils and employed for a wide variety of products.
- **An anti-counterfeiting solution:** thanks to their QR code, brands will be able to confirm if duplicates and/or incorrect codes are scanned. According to a study released by EUIPO, Europol and the OECD, Counterfeiting costs Europe over 15 billion euros a year.<sup>1</sup>
- **Enhanced traceability** in the event of a product recall. EvioLink allows to prevent risks related to product non-compliance and to know all the steps of the production and marketing process. Brands will be able to quickly stop the distribution of a product recall and avoid many of the problems that could result from it.
- A **sustainable development solution:** Brands will be able to scan products across different stages of the supply chain and thus provide data on the carbon footprint of transport, location and filling dates.

Commented [OG1]: Can we mention KURZ?

#### For end consumers:

<sup>1</sup> [https://euipo.europa.eu/tunnel-web/secure/webdav/guest/document\\_library/observatory/documents/reports/2019\\_Status\\_Report\\_on\\_IPR\\_infringement/2019\\_Status\\_Report\\_on\\_IPR\\_infringement\\_en.pdf](https://euipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/2019_Status_Report_on_IPR_infringement/2019_Status_Report_on_IPR_infringement_en.pdf)



- Offering a **renewed purchasing experience**. When buying online, consumers will be offered the opportunity to upload and embed their own content in the QR code: digital map, video...
- **Enhanced inclusiveness**: The QR code allows all consumers to access product information. With over 30 million blind and partially sighted persons in geographical Europe<sup>2</sup>, EvioLink could provide key information for visually challenged people.

### New perspectives for the group

Once the codes have been received by the customers, Eviosys prints them directly onto the packaging. At present, this printing is only done in the Eviosys plant in Châtillon-sur-Seine in France. However, this new solution could be deployed across the group's various plants in Europe. EvioLink thus opens new growth and development perspectives for the entire group.

**Isabelle Le Graët, Marketing, Communication & Sustainability Manager** said: " We're constantly evolving our packaging to be always modern, user-friendly and unique. For customers and consumers seeking increased traceability and a personalised shopping experience as well as creating a confidence relationship with brands, we offer unique QR codes embedded in the packaging design. Printing accurate and unique QR code is a technical accomplishment as well a unique challenge. EvioLink demonstrates our continued commitment to providing innovative solutions for both our industrial customers and end consumers in an environmentally friendly manner and opens up new opportunities for the group"

### About Eviosys

Eviosys is a leading global supplier of metal packaging to consumer marketing companies. The group produces food cans and ends, aerosols, metal closures and promotional packaging to preserve the products of hundreds of consumer brands.

Eviosys has the largest manufacturing footprint in Europe and Africa, with 6,600 employees in 44 facilities in 17 countries.

Eviosys has seven facilities in France: Concarneau, Carpentras, Laon, Nantes, Outreau, Périgueux, Châtillon-sur-Seine. In 2021, the group generated 2.1 billion euros in revenues. Eviosys is a portfolio company of KPS Capital Partners, LP.

### About Metal packaging: a model for the circular economy.

Metal is a 100% recyclable material that can be recycled infinitely. Metal packaging can be sorted very easily and everything that is collected is reintegrated into the metal cycle. In Europe, 80% of metal packaging is recycled (Metal Packaging Europe).

For more information: [www.eviosys.com](http://www.eviosys.com)

### Press contact :

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<sup>2</sup> [Facts and figures | European Blind Union \(euroblind.org\)](https://euroblind.org/)



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**Commented [OG2]:** To adapt to each market