

UK SME offers innovative digital product passport to businesses on the Fresh Produce sector, looks for international collaboration mainly in Spain, France, Italy, Germany and the Netherlands, to test their solution on a commercial basis.

Summary

Profile type	Company's country	POD reference
Technology offer	United Kingdom	TOGB20240501003
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement with technical assistance	<ul style="list-style-type: none">• Italy• Spain• Germany• France• Netherlands
Contact Person	Term of validity	Last update
<u>JACOPO CONTAVALLI</u>	3 May 2024 3 May 2025	3 May 2024

General Information

Short summary

UK-based start-up offering a Digital Product Passport (DPP) solution suite to businesses in the Fresh Produce sector looking to generate more value from their data in the form of increased sales and cost savings.

The company is looking to collaborate with businesses in this sector to further prove out and expand upon the existing offerings, which will have a significant impact in the marketplace.

Full description

The UK company has been on a journey to help businesses in the Fresh Produce sector, particularly importers and exporters, digitise and modernise for the past 3 years. The UK organisation has a team built up of industry and technology experts uniquely positioned to maximise the value that Fresh Produce businesses throughout the supply chain can extract from the data they capture, collect and operate with today.

The solution that the UK company offers ensures that not only clients' data is highly flexible, securely shareable and

low friction, but also makes sure that the digital services empower businesses to then extract the maximum value from that data. Whether that's track + trace, workflow automation, customs clearance, order management or any of the UK company's offer the objective is to collaborate with international organisation to create bespoke solutions using UK's company's expertise and experience via the digital solution.

The UK company expects that a collaboration with an international partner can bring benefits to both sides and to the market generally by pushing forward a sustainable, digitally-enabled future for Fresh Produce. The UK firm is open to any collaborators mainly from Spain, Italy, France, Germany and The Netherlands who are excited about Digital Product Passport (DPP) and how it can drive value for them and position them uniquely within the marketplace.

Advantages and innovations

DPPs are picking up momentum in the EU, thanks to great regulatory efforts to make them viable and value-producing for businesses. The UK firm's intention is to lay the technical groundwork for when the initiative reaches the shores of the Fresh Produce industry fully.

The main goal isn't just to meet regulatory standards. The concept of DPP goes beyond just compliance. It's a chance to power new operational, financial and forecasting tools, and to gain a competitive edge.

The UK firm product (DPP) can intelligently ingest data from multiple sources (email, API, spreadsheet, PDF) in an automated fashion, saving clients' time and resource on manual entry or duplication. It can automate the distribution of critical data to the relevant players in your supply chain so companies aren't reformatting several times manually every week for different people. It visualises all that data in an operational hub and leverages it to provide services like track and track, customs clearance, and analytics. It tells clients when a companies have an exception in the supply chain, when they missing a document, when a container is trans-shipped, when the temperature of product is too high or low.

The UK firm helps to make clients' data work on clients' behalf, rather than it becoming an overwhelming time burden, so clients can focus on the more important aspects of their business.

Further, the UK firm is running R&D projects to harness the power of AI to add interpretive capabilities to their existing solution suite. Problem with your shipment? It can suggest an action based on previous actions with positive results. Last-minute email changing an order? It can use contextual information to interpret the order and update the system automatically. Struggling with customs clearance? Have an AI agent by your side to walk you through it.

Technical specification or expertise sought

The UK firm is a SaaS business, so their software is provided as a service. That means there's no major technical implementation requirements. The firm is fully cloud-native leveraging market-leading tools for maximum resilience and scalability, including the best possible security and authentication infrastructure and practices. All it takes for a partner to get started creating DPPs and using the services is the ability to pull together a .csv report from their own (or a partner's) system of the supported data.

Organisations sought: firms trading internationally Fresh Products (fresh products sector companies) based in Spain, Italy, France, Germany, the Netherlands (mainly) who struggle with daily operations when it comes to track and trace or custom clearance issues, among others and who are keen to implement an innovative digital solution.

Stage of development

Already on the market

Sustainable Development goals

• **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

Secret know-how

Partner Sought

Expected role of the partner

Implementation and validation of the solution.

Type of partnership

Commercial agreement with technical assistance

Type and size of the partner

• SME 50 - 249

Dissemination

Technology keywords

• 01004003 - Applications for Transport and Logistics

Market keywords

• 07003001 - Wine and liquors

Targeted countries

- Italy**
- Spain**
- Germany**
- France**
- Netherlands**

Sector groups involved

- Agri-Food**
- Creative Industries**