



## BRAND CHALLENGE BRIEF / SMART PACKAGING WORLD CONGRESS

This is what Cranswick is looking for in Smart Packaging. If you have a solution for this multi-billion company, please go [HERE](#) to apply

### 1. Smart Sensor for the Perfect Pack

Smart packaging solutions aimed at reducing food waste, improving product quality and safety, enhancing traceability, and supporting more sustainable supply chains. Solutions should support the vision of the “Perfect Pack”: a food pack that verifies itself, protects itself, reports its own condition, and communicates digitally with supply-chain partners and consumers. For all detailed technical specs on the sensing tech, please contact [eef@aipia.info](mailto:eef@aipia.info)

### 2. Traceability & Authenticity

Integration with GS1 Digital Link, Dynamic or serialised QR codes, Anti-tamper or anti-counterfeit features, Digital identifiers (NFC, RFID, taggants)

### 3. Optional Advanced Concepts

Self-powered sensing (e.g., moisture-activated microbatteries), Active antimicrobial release, Self-chilling or thermal-management materials

### 4. UK/EU Recyclability & Regulatory Alignment

Smart Packaging Solutions aligning with upcoming UK and EU packaging regulatory requirements.

### 5. What “Good” looks like

Low-cost and scalable for retail applications, Compatible with high-speed packaging lines, Food-safe and regulatory compliant (EU/UK), Recyclability-friendly and aligned with EPR/PPWR, Digitally readable via scanners or smartphones, Minimal footprint, Low-energy or passive, High signal clarity with low false positives