

VALIDACTOR EXCELLENCE AND SECURITY

Digital Identity & Anti-Counterfeiting Solution for **Your Brand**

About Us



YOUR STRATEGIC PARTNER IN DEVELOPING SUCCESSFUL OLFACTORY PROJECTS

- Over 30 years of experience in the beauty and fragrance supply chain.
- Specialized consulting: from brand creation to global positioning
- Focus: Brand Protection, Market Intelligence, and Customer Loyalty

DISCOVER ALL OUR SERVICES VISIT
OUR NEW WEBSITE



THE MARKET CHALLENGE



WHY PROTECT YOUR FRAGRANCES?

- **Counterfeiting:** Billions of euros in economic damages.
- **Grey Market:** Unauthorized sales that dilute exclusivity.
- **Lack of Data:** Difficulty in knowing the end consumer.
- **Theft and Losses:** Loss of control over the supply chain.



VALIDACTOR: THE SOLUTION



A digital platform for unit-level serialization

PROTECT

PROFILE

TRACK

Products are not only secure, they feature:



RELIABLE CUSTOMER DATA



PROTECTION FOR AUTHORIZED DISTRIBUTION



THEFT PROTECTION



RECALL PROTECTION



FIDELIZZAZIONE CROSS-BRANDS



VACODE: THE DIGITAL IDENTITY

The technological core of the system.

- **Unique Code:** Randomly generated, non-repeatable.
- **Accessibility:** Smartphone scanning with no dedicated app required.
- **Dynamic Content:** Possibilità di associare video, ingredienti, garanzie.
- **Cost-Effective:** Scalable solution with no proprietary hardware.

NO INITIAL INVESTMENT REQUIRED



Scan the QR code of
a sample product

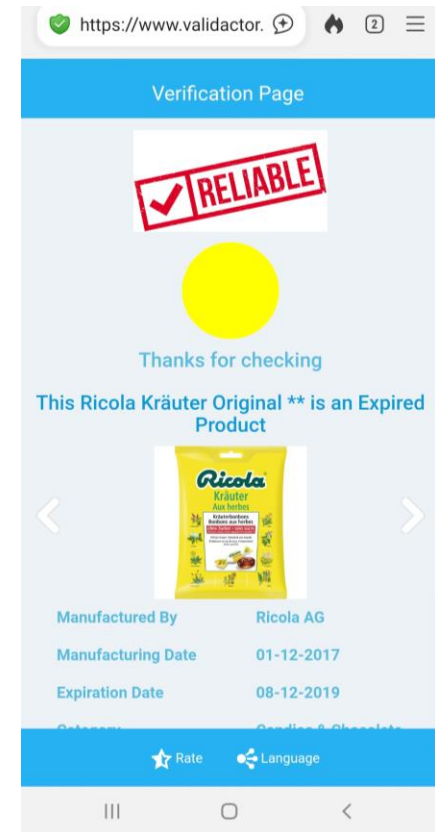


PVS: PRODUCT VALIDATION SYSTEM

THE CORPORATE DASHBOARD FOR TOTAL CONTROL

Through the PVS, the brand can monitor in real time:

- Scan locations
- Batches in circulation
- Fraud attempts
- User interaction



CUSTOMER PROFILING

Companies collect data both online and in-store with the aim of boosting customer satisfaction and personalizing the shopping experience, turning consumer preferences into a driver for sales. However, the main challenge remains balancing the effectiveness of profiling with strict compliance with privacy regulations—an obstacle that is often difficult for brands to overcome.

Validactor steps into this scenario as a strategic solution, enabling customer profiling through innovative features integrated directly into the products. The system guarantees maximum legal safety for both the company and the consumer, operating in full compliance with the European GDPR and the highest data protection standards.



IMPROVING THE SHOPPING EXPERIENCE



PERSONALIZED CUSTOMER SERVICES



EFFECTIVE AND SECURE DATA COLLECTION



CUSTOMERS VS PRODUCTS



EU GDPR



DATA COLLECTION

VALIDACTOR E' CONFORME ALLE SPECIFICHE EU GDPR 2018



PRODUCT DATA



SCAN AND PURCHASE DATA



CUSTOMER PROFILING DATA



STATISTICAL DATA

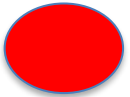


Supply chain & Grey markets



GEOGRAPHIC DISTRIBUTION AREA

The geographic distribution area can be defined for each batch. It is also possible to set a maximum radius in kilometers within which the products can be distributed.



PROHIBITED AREAS

Prohibited areas can be defined. For example, a batch can be distributed throughout Europe but not in Norway.



ONE BATCH PER POINT OF SALE

A batch can be exclusively assigned to a specific point of sale based on its geographic location.



CONTROL OVER DISTRIBUTORS

Redistribution by distributors into unauthorized areas can be restricted.



BATCHES AND SUB-BATCHES

Batches of any size can be split into sub-batches, each with its own specific distribution characteristics.



THEFT PROTECTION



MARKING OF STOLEN PRODUCTS

If products secured by Validactor are stolen, they can be marked as such with a simple mouse click. This can be done for an entire batch or for a single product.



DIFFICULTY OF RESALE

Products marked as "STOLEN" cannot be illegally placed on the market, as they are indelibly marked with the Validactor code.



REAL-TIME ALERTS

If a stolen product is scanned, the manufacturer receives a real-time alert along with the product's location.



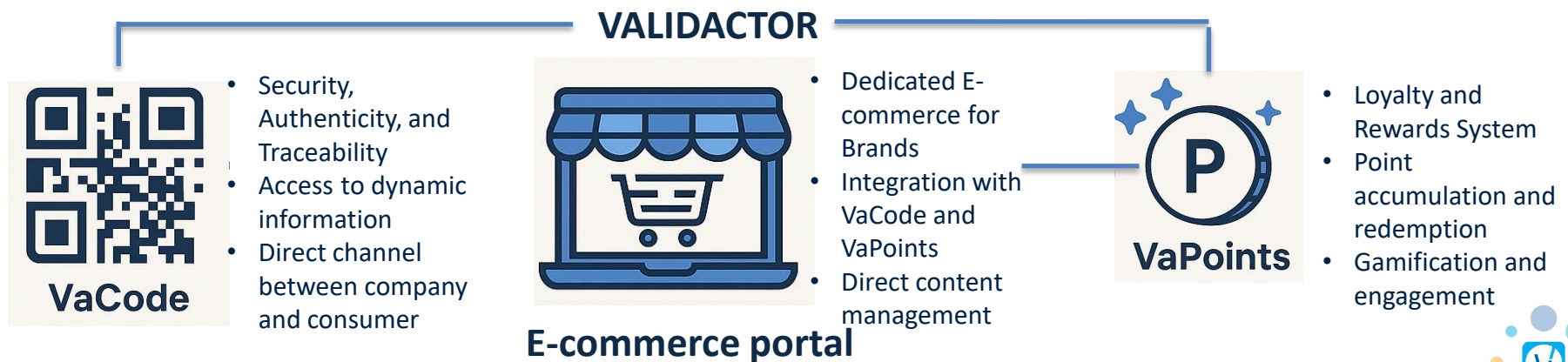
CONTROL OVER DISTRIBUTORS

As a result, Validactor also acts as a powerful deterrent against criminals.



CROSS-BRAND LOYALTY

VAPoints are virtual points generated by the Validactor system that consumers can accumulate by registering on the platform and scanning or purchasing registered products. The distinctive feature of this system is its "cross-brand" nature: users are not limited to collecting points from a single brand but can accumulate them by interacting with various brands participating in the network, subsequently converting them into real, spendable economic value. For companies, integrating VAPoints represents an extremely flexible and optional feature, which can be activated even just for specific batches or products. This modularity allows manufacturers to customize their marketing strategy, choosing whether to reward an actual purchase or simply the scanning of the product, thereby offering a powerful, monetizable loyalty tool that adapts to diverse business needs.



ROI & ADDED VALUE

Above all, Validactor delivers:

- ✓ **Revenue Protection:** Reduction of turnover lost to fakes.
- ✓ **Brand Equity:** Perception of high technology and transparency.
- ✓ **Customer Insights:** Access to data previously impossible to obtain at retail.





ARE YOU READY TO PROTECT YOUR FUTURE?

info@stolficonsulting.com

Phone: +39 3519660768

www.stolficonsulting.com



PROTEGGE, PROFILA & TRACCIA