



Combat food counterfeiting with coding and marking

Food and beverage suppliers face challenges from counterfeit goods and increasing regulatory scrutiny.

Meeting the Compliance Challenge



33% say regulations impact their business today with **finances and penalties**

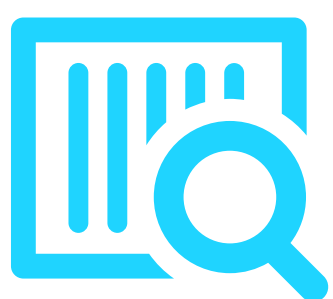


55% said **regulatory compliance** is the top challenge impacting labeling



82% say **extending labeling to partners and suppliers** reduces delays and costs

Enhancing Supply Chain Traceability



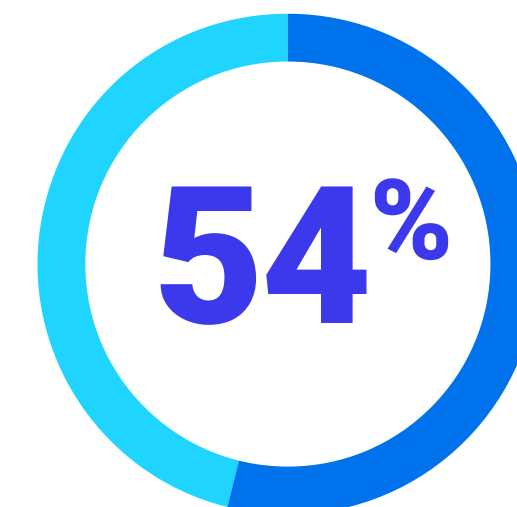
70% of companies say that **global traceability is a priority**



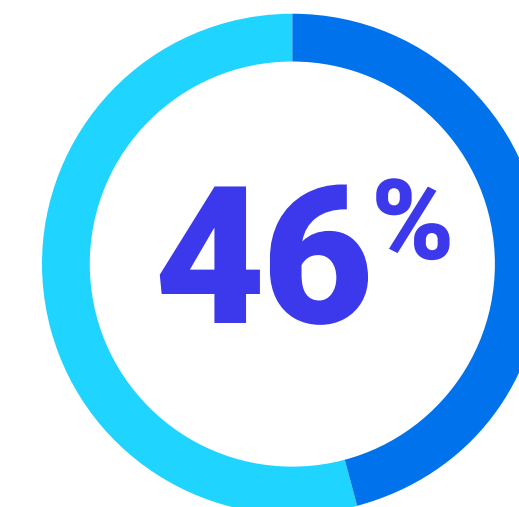
77% think traceability **will increase in importance** within next 3 years

Risks of Poor Supply Chain Traceability

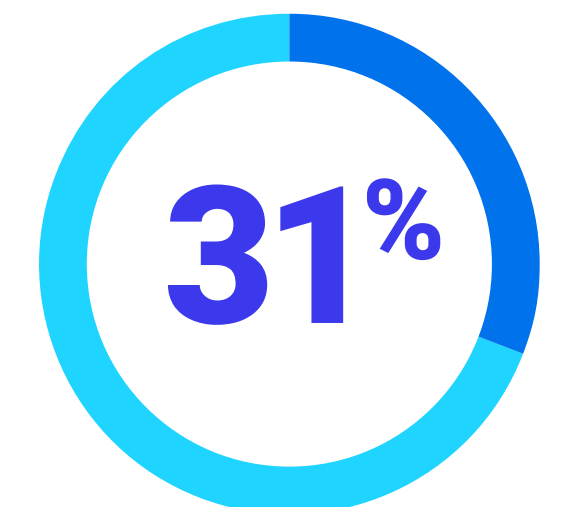
% of companies who agree



Inability to **manage recalls**



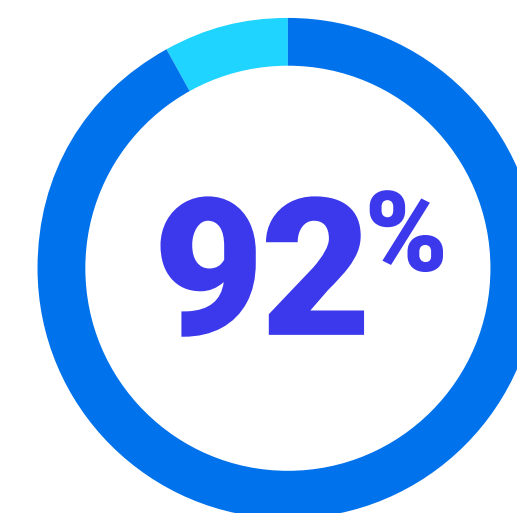
Threat to **public health**



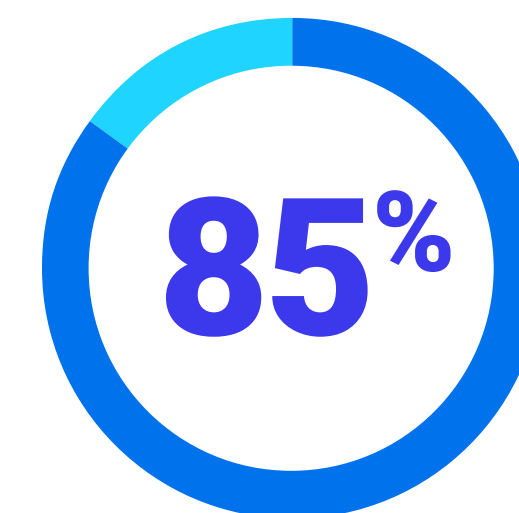
Increased risk of **counterfeiting**

Potential Impact of Delays in Recalls

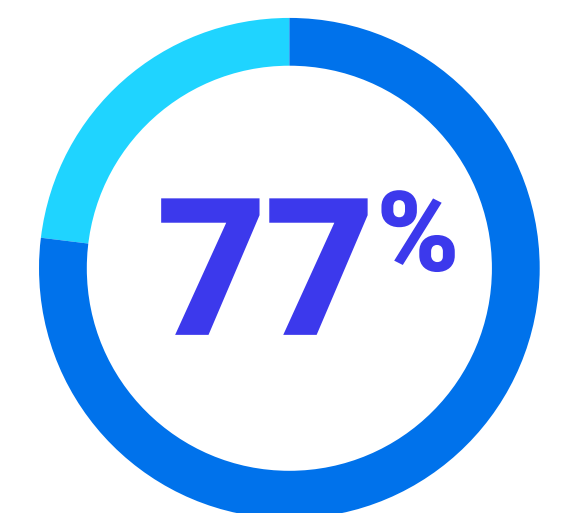
% of companies who agree



Threat to **public health**



Damage to the **brand**



Cost

Loftware Cloud helps companies **save over \$200 million** in fines annually!



Learn how to overcome these challenges →

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