Discover the imperceptible

Added value that is not visible at first glance? We have hidden useful content which you can discover by using the Digimarc Discover app. Simply look for this sign and scan it with your app to unlock hidden content!

Smart Packaging
Digimarc Barcode with Wipak

W | WIPAK

Invisible Barcoding with

WIPAK & DIGIMARC

Performs like this.

Looks like this.

Scan and Scale Your Business

Digimarc represents the next generation of barcodes.

The Digimarc Platform enables devices, like consumer smartphones, associate mobile devices and POS-Scanners to automatically identify virtually any media.

Digimarc Barcode

▶ Imperceptible enhancement of packaging, printed materials and images

▶ Extensible data capacity for wide-ranging commercial purposes

▶ Activates images to launch interactive experiences and access web content

What we do

Wipak teamed up with Digimarc and is one of the first certified partners to implement Digimarc Barcode as a pioneer in Europe.
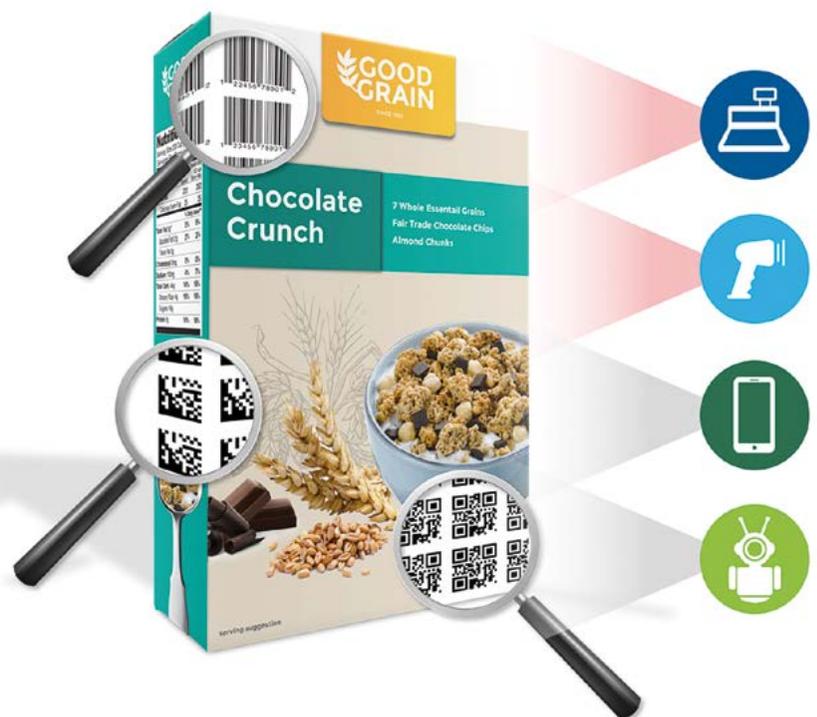
Being your Service Partner for the implementation of Digimarc Barcode, we give advice and support you during the whole manufacturing process.
Starting with the design right through technical realization, until your product successfully hits shelf.
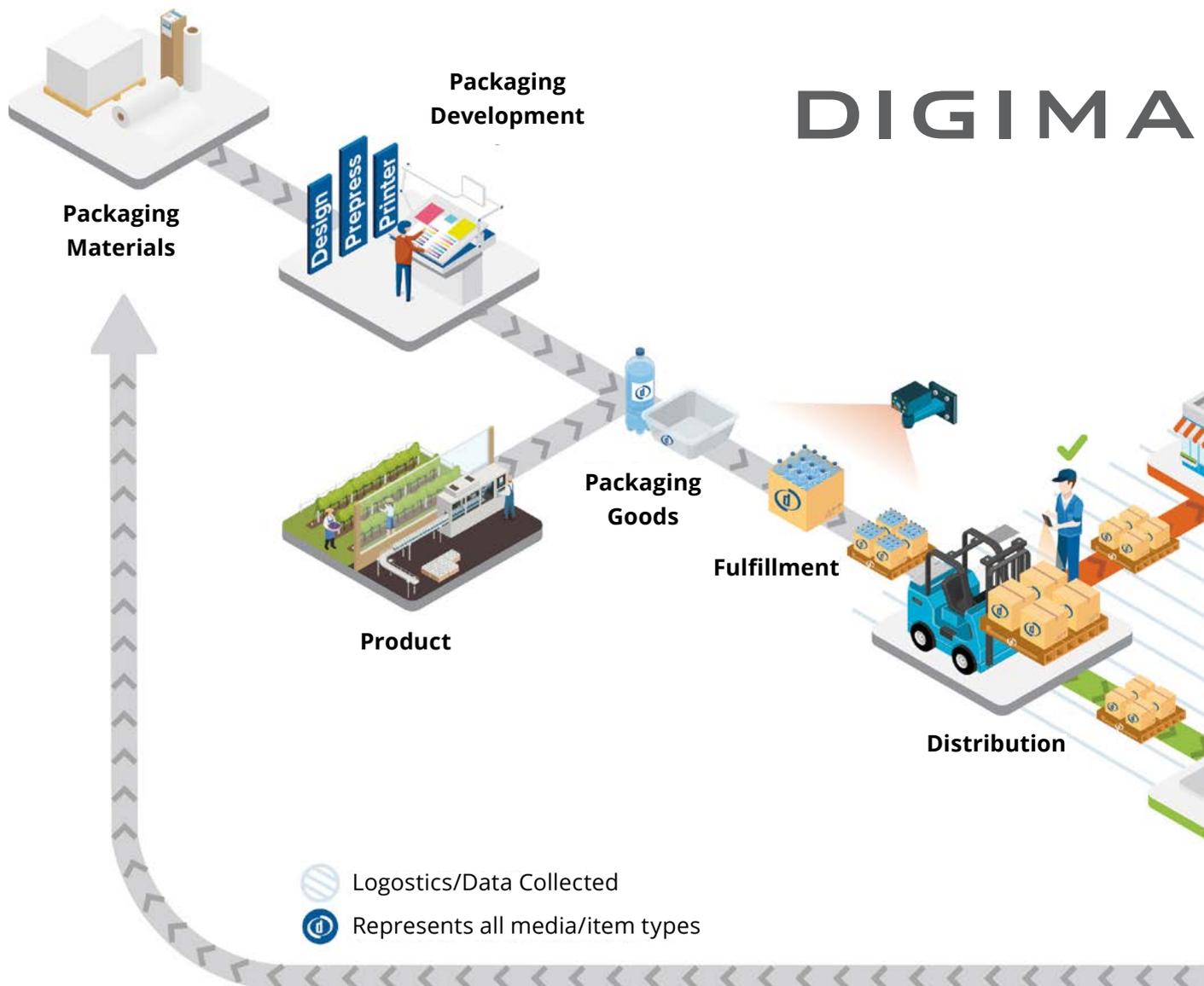
Smart Packaging

More efficient checkout improves the customer experience and reduces cashier repetitive-motion injuries. Digimarc Barcode for packaging ensures cashiers to a reliable and efficient scan without having to search for a traditional barcode.
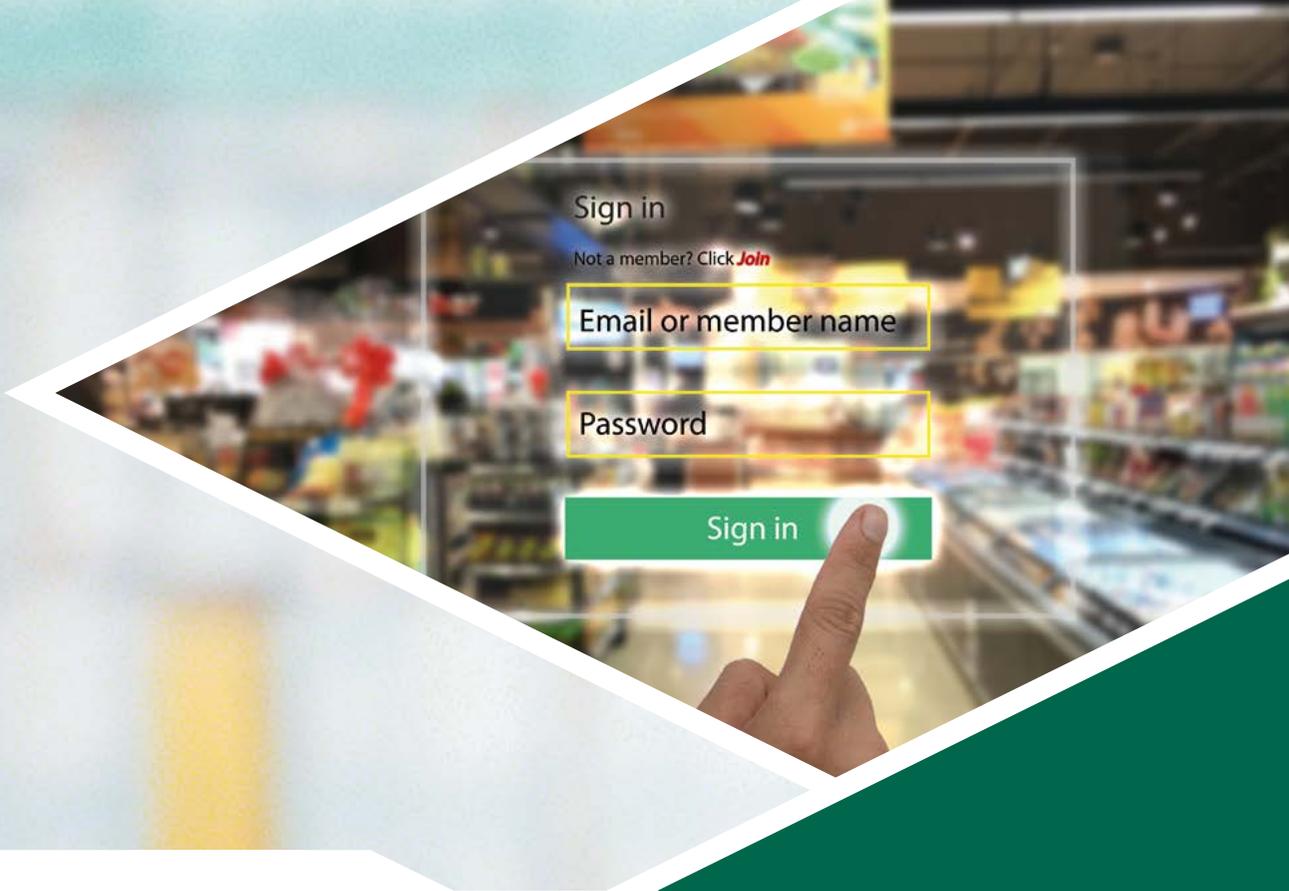
Digimarc Barcode can be implemented into any packaging – no matter which printing technology or material.

HolyGrail 2.0

HolyGrail 2.0 is an initiative for digital watermarks by the European brand association AIM, which is funded by the Alliance against Plastic Waste in the Environment (AEPW). It is a pilot project with the aim of demonstrating the technical feasibility of Digital Watermarks for the accurate sorting of packaging waste and the economic viability of the business model on a large scale.

Packaging embedded with Digimarc Digital Watermarks have a distinct advantage in terms of recyclability. They can be easily identified and sorted into their respective sorting streams according to type.

Packaging Development

Packaging Materials

DIGIMA

Design Prepress Printer

Packaging Goods

Product

Fulfillment

Distribution

Logostics/Data Collected

Represents all media/item types

Sign in

Not a member? Click **Join**

Email or member name

Password

Sign in

RC |

Store Operations

Logistics

Home

E-commerce

Sorting/Recycling

The digital watermark is useful throughout the whole packaging value chain. Depending on the area of application, there is a wide variety of options for scanning enhanced packaging and using the results. It can support in anti-counterfeiting, quality control, speed settings, entertainment, education, recycling, or other applications.

Advantages for Your Brand

ACTIONS

Confirm component
parts matching

Locate products anywhere
with traceability

Engage directly with consumers
and store associates

Communicate ownership
of brand image assets

Swiftly and accurately sort
recyclable materials

BENEFITS

Reduce production
errors, costs and recalls

Deliver better
on-shelf availability

Increase consumer
brand loyalty

Prevent gray market
sales and increase trust

Minimize pollution and
maximize social responsibility

Download the Digimarc Discover App
to unlock the hidden features
in this brochure.

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