

PRESS RELEASE

ENHANCE VISIBILITY, REDUCE WASTE, PROMOTE CIRCULARITY: THE GOOD REASONS FOR SWITCHING TO RETURNABLE ASSET LOGISTICS

Antares Vision Group will present its innovative solution at Cosmetic 360: the platform is based both on cosmetics industry needs and scientific evidence

Travagliato (Brescia), 30 September 2024 – A cloud platform for logistics management, developed to enhance visibility, reduce waste, and promote circularity: this is the innovative solution that **Antares Vision Group** will present at **Cosmetic 360** (Paris, 16-17 October 2024), the global showcase of innovation for the fragrance and cosmetics industry.

Considering the growing trend of **returnable assets management** in global supply chains, Antares Vision Group has developed a technological solution that addresses the specific needs of cosmetics business. This solution is based on an in-depth analysis of recent scientific publications and patents related to sustainable and circular practices, advancements in environmental regulations, and societal shifts towards ESG standards and zero-waste initiatives in the cosmetics industry.

The Returnable Asset Management Platform is a smart, cloud-based solution designed to enhance logistics by ensuring **visibility, reducing waste**, and promoting **sustainability**. This platform enables cosmetics companies to fully track their returnable assets, such as pallets, cartons, and primary packaging, thereby reducing operating costs and improving ESG scores. **The Antares Vision Group's solution leverages unique digital identities, RFID, and vision technology to guarantee full traceability** by integrating data collection devices with ERP systems, providing a single source of truth on asset status. Thanks to an advanced analytics system, companies have the chance to minimize losses and optimize performance, making their supply chains more efficient and sustainable.

The Antares Vision Group solution already offers functionalities to address challenges in the cosmetics and the goal is to **create an ecosystem where data adds significant value to processes**. For example, the Group's projects enable the connection and monitoring of the **environmental impact of production processes (Life Cycle Assessment - LCA)**. This approach not only certifies the impact but also supports the reduction of water and carbon footprints in the production processes, **creating immediate feedback on the effect of process change on environmental impact**.

Other areas where **traceability** becomes a significant advantage with Antares Vision products include:

- Monitoring raw materials through integrations (with ERP or logistics management software) or manual entries (configurable forms) to ensure product safety and compliance with guidelines.
- Supporting brand protection through customs connections, scan analysis, and assistance with investigative activities.

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- Managing the end-of-life of products with disposal instructions and support for the circular economy.
- Providing information on product life and usage through a direct channel with the customer.

These are just a few of the needs that the Antares Vision Group software can address.

Product life cycle assessment ultimately enables companies **to enhance their environmental performance**, as well as a **positive brand reputation**, and represent a distinctive advantage to attract consumers and investors.

ABOUT ANTARES VISION GROUP

Antares Vision Group is an Italian multinational, listed on the STAR segment of Euronext and included in the Tech Leaders index, dedicated to companies with high growth potential. It enables the digitalization of products and supply chains through traceability, inspection for quality control and integrated data management. Through DIAMIND, the integrated ecosystem of solutions, the Group supports companies and institutions in ensuring safety, quality, efficiency and sustainability of products and end-to-end traceability across the supply chain, with integrated data management, boosted by artificial intelligence and blockchains. It operates in the Life Science and in FMCG sectors. It is the world leader in T&T systems for pharma products, supplying major global manufacturers and numerous government authorities. It recorded a turnover of €214M in 2023, operates in 60 countries, employs over 1,300 people, and boasts a network of over 40 international partners. www.antaresvisiongroup.com.

FURTHER INFORMATION

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