TT Gaskets

Smarter Sealing for a Safer Tomorrow

- Nearly 80 years young player in the field of gaskets

- Manufacturing and administration in Tampere, Finland

- 25-30 million pcs/year, 17 M€ turnover, 90 employees

- Wide global customer base in OEM and process industry

- Innovations play a crucial role in our growth strategy

- **Technical solution** (**TTG Smart Tracking™**) exists already, but its **Go-To-Market** phase has been tedious and slow

- We need new ideas on **how to deploy this service efficiently**

TTG Smart Tracking

Providing Safety by Securing Your Brand

o   Tackles counterfeits especially in OEM

- o   Tracks spare parts around the world
- o   Ensures the authenticity of spare parts
- o   Identifies possible counterfeits and their location
- o   Enables product specific information

o   Based on **QR/NFC embedded in hologram labels**

- o   **TTG Smart Tracking** is the first IT service provided by TTG
- o   https://youtu.be/gvXhCnyTQO4

TTG Smart Tracking

Providing Safety by Securing Your Brand

1. Custom labels are created with a unique QR code or NFC tag

2. Labels are attached to the package

TT GASKETS
TAMPEREEN TIIVISTETEOLLISUUS
Provided seal kit

3. Labels are activated with product details "QR code x includes product(s) x"

4. End user reads the label with a mobile phone and receives info of the product, e.g. authenticity, instructions for use and contact information

5. Main user logs in to the portal and receives data of the labels read, e.g. location of the scanned labels, schematics of the scans and trace of possible frauds

Benefits of TTG Smart Tracking

Providing Safety by Securing Your Brand

- o Counterfeit prevention
  - o Identify and track authentic spare parts easily
- o Market research
  - o Locate your customers and potential globally
- o Marketing
  - o Reach your end customers easily
- o Virtual warehousing
  - o Locate products in the facility and inform other entities

What is still needed?

How We Can Convince the Customer that They Cannot Survive without This?

o First pilot proved that the system functions globally

    o Motivating and informing the customer failed

    o No feedback received about the UX

o How to make the service easier to access?

    o What is the added value?

    o How it should be marketed?

    o How to set the pricing, unit price, monthly fee or other?