

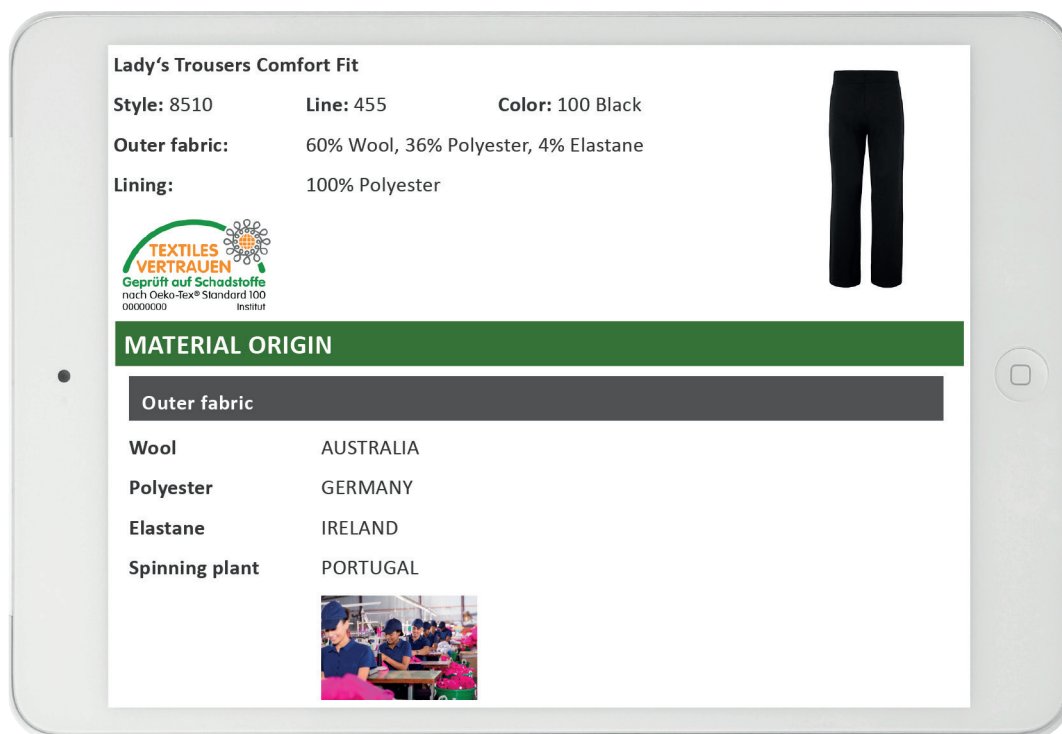


# web.csr

More and more consumers are demanding to know if the products they are purchasing are socially and environmentally friendly. Companies are seeing this trend and recognizing how important it is to support the concept of Corporate Social Responsibility (CSR), particularly with regards to strategic planning. *web.csr* is a web-based solution enabling you to display your manufacturing process transparently to consumers - from material procurement through to the finished product and all steps in between.

## Highlights:

- Information is displayed by scanning a QR code which is printed on the product's label and ensures absolute ease of use for consumers
- Origin of the raw materials, production plants, and any subsequent processing are displayed through images, text, certificates, and other official documents



*Origin of materials*

## Technical characteristics:

- Web-based solution
- Smartphone and tablet PC optimized
- Bilingual: English and German

## Benefits:

- Improved brand image and positive reputation
- Increased product innovation
- Stronger market position and reduced risks
- Increased customer satisfaction
- Company acceptance from potential new customers