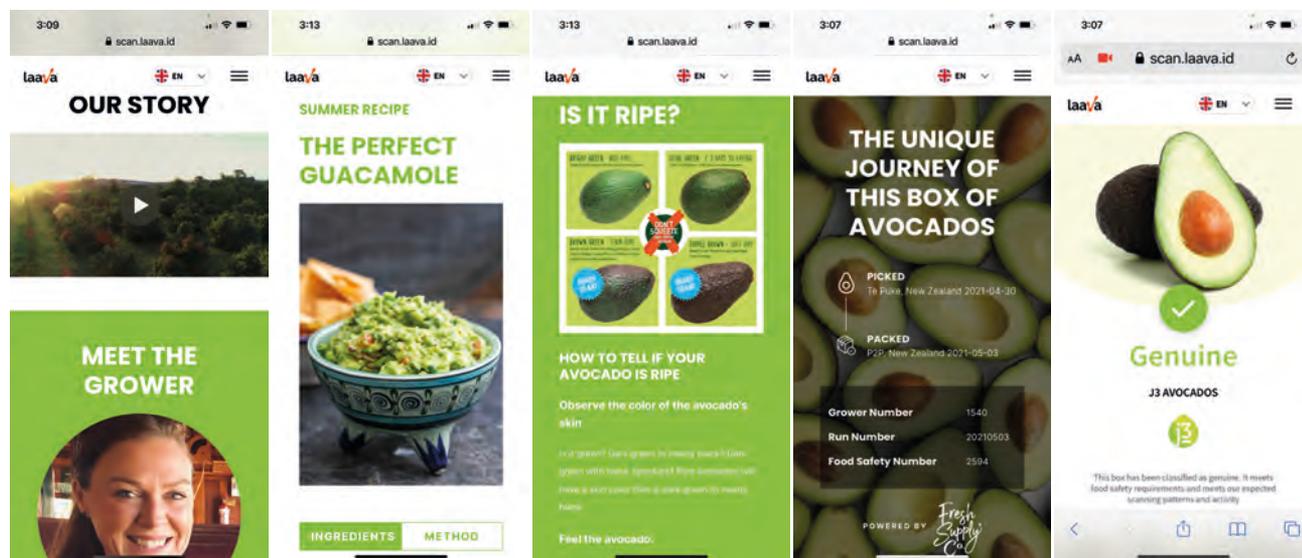


J3 FreshStore adds Laava's Smart Fingerprints to avo packs

The revolutionary scanning system uses Smart Fingerprints to provide customers with provenance, traceability, blockchain, and marketing information when they scan a product with their smartphones.

by Maura Maxwell

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New Zealand's J3 Freshstore has become the latest company to add Laava's Smart Fingerprints technology to its avocado packaging. The fresh produce home delivery company has teamed up with Laava to improve traceability and customer engagement on its sustainably grown avocados.

Developed in collaboration with Australia's premier scientific organisation CSIRO, Laava Smart Fingerprints technology has been designed as the world's first secure and globally scalable alternative to the QR Code. It uses randomly generated images that customers can scan on their smart phones to access information on provenance, traceability and much more besides.

Based in the Bay of Plenty, J3 Freshstore produces high quality,

sustainably grown produce from its own farms and those of other local family growers and delivers it straight to the consumer's door. Besides avocados, its product range includes passion fruit, tamarillos, feijoas, kiwifruit, lemons, limes and much more.

J3 Freshstore said its decision to collaborate with Laava was based on its strong focus on sustainability, provenance, traceability, transparency and food safety. "We have partnered with Laava to bring assurance and show the journey from orchard to bowl," the company said.

Each box of J3 Freshstore's avocados features a unique Laava Smart Fingerprint on the label. By scanning the Fingerprint with their smartphone, customers can securely authenticate the product

as 'genuine', trace its journey from the orchard to their doorstep, and access exclusive marketing content, including discounts and the chance to register to win a year's supply of avocados.

Consumers simply use their smartphone to scan the fingerprint in order to verify the product's authenticity. Authentication activates a secure gateway, connecting consumers more deeply with product traceability, exclusive brand stories, rewards, promotions, competitions and eCommerce platforms.

"Our Smart Fingerprints enable brands to digitally prove the claims they make, and forge relationships directly with their consumers," explains Gavin Ger, joint chief executive and commercial director of Laava.

"This proven technology is easily integrated, easily deployed, globally scalable and offers significant security and customer engagement opportunities." ●

ABOVE—Laava's Smart Fingerprints technology has been designed as the world's first secure and globally scalable alternative to the QR code