

• Case study

FRISO infant formula: grass-to-glass traceability

How FrieslandCampina gives parents a verified view of every FRISO tin's journey, from Dutch dairy farms to the retail shelf.



FrieslandCampina 



From Dutch farms to Hong Kong shelves

Safe, authentic, sustainable **FRISO** infant formula products reach consumers through the Kezzler-powered TrackEasy solution.

One of the world's largest dairy companies, **FrieslandCampina**, tackled the problem of infant formula safety in China and Hong Kong with a global traceability solution, powered by Kezzler technology.

Trust begins with transparency. To help parents make informed choices, FrieslandCampina partnered with Kezzler to create a verifiable journey for its FRISO infant formula products, connecting trusted product data from dairy farms in the Netherlands to consumers in Hong Kong.

How can we trust that infant formula is safe?

As outlined by the Food and Agricultural Organization of the United Nations (FAO), consumers need access to timely, clear, reliable information to make food choices amid the rising complexity of food safety. This growing trend, consumers wanting to trace food sources and demand more transparency in food production, is also seen in the baby food and infant formula industry.

After a tragic scandal in China in which six babies died and many more were hospitalized due to contaminated, domestically produced infant formula, Chinese consumers understandably grew afraid and began turning to imported formula. Without robust food safety systems in place for infant formula specifically, parents felt they couldn't trust domestic brands, but they also wanted to verify the authenticity and safety of the imported brands they turned to instead.

According to a FRISO-commissioned survey conducted by Nielsen:

- 93% of mothers in China and Hong Kong feel that the information on product packaging is insufficient to give them peace of mind
- Parents needed to search other sources for more information about:
 - Quality control (71%)
 - Product origin (63%)
 - Production conditions (63%)

Respondents said that having this information would help build confidence that they were making the best choice for their child (77%).

Source: Nielsen, "Understanding concerns of mums of infants and toddlers towards baby products in Mainland China and Hong Kong," commissioned by FRISO, April 2019. Survey of 1,063 mothers in Mainland China and Hong Kong.



→ Making infant formula traceability easy: FRISO TrackEasy and Kezzler

Dogged by several counterfeit product scandals, infant formula proved to be a candidate ripe for the development of traceability requirements at the individual product level. For both domestic and foreign formula brands, Chinese government traceability requirements came to demand granular tracking and reporting standards for regulatory compliance and market access.

In response, leading infant nutrition brand FRISO launched FRISO TrackEasy in Hong Kong in August 2019, the industry's first smart packaging solution that enables parents to follow the full journey of FRISO's formula milk, starting from the Netherlands-based farms, and continuing even after the product landed in the consumer's hands. The solution has since rolled out globally.



“Parents have growing expectations for greater transparency and accountability in the brands they purchase. With TrackEasy, mums can see when their can of FRISO was produced - from when the milk is collected from farms to the quality assurance checks. Such details are made possible through our full chain control, where FRISO owns all steps from the cows in our Holland-owned farms to the final product. With TrackEasy, parents can trace their product from grass to glass and feel reassured that they are providing the best nutrition for their children.”



Brendt Kodden

Formerly President Specialized Nutrition
FrieslandCampina

→ The TrackEasy solution

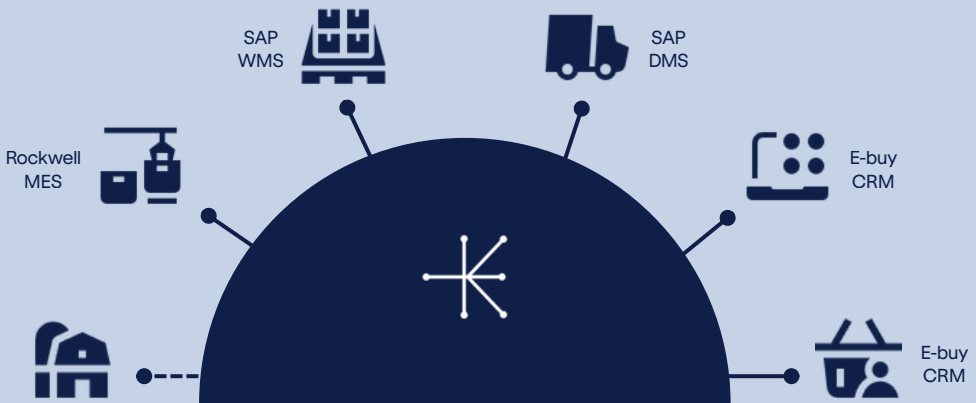
With the **TrackEasy** solution, consumers scan FRISO infant nutrition products using their phone and experience the grass-to-glass journey of the exact product in hand. They can check authenticity and learn more about the product and its origin simply by scanning a unique QR code on the bottom of each can.

TrackEasy integrates with WeChat, China's popular messaging app, letting consumers scan directly from within the app.



Image source: Royal FrieslandCampina

The project involves assigning unique, secure, and traceable digital identities to every product. By tracking products from farmer to consumer, the solution supports confidence in FRISO infant formula by eliminating concerns about fraudulent products and enabling FrieslandCampina to engage directly with consumers.



MES: Manufacturing Execution System

DMS: Distribution Management System

SAP: Systems, Applications, and Products

CRM: Customer Relationship Management

WMS: Warehouse Management System

Grass-to-glass visibility

Using Kezzler's unique digital IDs, printed and activated on the FrieslandCampina production line, the TrackEasy solution enables grass-to-glass visibility into the complete value chain for infant formula, from manufacturing to the moment the product reaches the consumer's hands.

Manufacturing

The unique digital ID captures upstream information about the milk (farm and milking date) and is linked to each can to give the user full traceability from grass to glass. The solution also registers product and manufacturing data, such as GTIN, manufacturing date, and expiry date. In addition, packaging hierarchies, unit to box to pallet, are built and registered at the end of the manufacturing line.



Warehouses and distribution

Before shipment, quality approval information and a government clearance certificate for export are registered. Top-level packaging hierarchies (pallet to container) are registered, along with relevant shipping information. Upon receipt, the import date and government clearance certificate are also added. Aggregation makes hierarchy details visible from can through to box, pallet, and container level. The movement of products from distributors to retailers is tracked all the way out to the intended retail store.



Consumer and sales incentive programs

In the retail store, scanned products become part of a sales incentive program. Before or after purchasing a product, consumers use their phone to scan the QR code on the bottom to see the product's actual journey.



Multi-tier aggregation

Kezzler's solution enables multi-tier aggregation, which in FRISO's case consists of three tiers: lid to can, can to box, and box to pallet. Each level is serialized using unique Kezzler digital IDs, and any subsequent rework or re-aggregation throughout distribution is tracked, with every supply chain tracking event shared using the Electronic Product Code Information Services (EPCIS) standard.



System integration

To support an efficient integration process with FrieslandCampina's various production and distribution partners, the Kezzler Platform is used to flexibly integrate between Kezzler and third-party systems, in customer-defined formats. The extensive Kezzler REST API library also delivers integrations with the existing ERP system (provided by SAP) and the MES, which also supports EPCIS.



→ Building brand awareness, trust, and loyalty

One of the most valuable aspects of the TrackEasy experience is its ability to strengthen trust and provide quality assurance through engaging digital marketing campaigns, using the data gathered from the grass-to-glass journey. As concerned parents demand greater access to information about production, sourcing, and quality, along with the ability to check authenticity, traceability creates transparency and helps give consumers peace of mind.

FrieslandCampina also uses the unique TrackEasy experience to acquire new customers in a competitive market. Digital campaigns highlighting grass-to-glass traceability strengthen consumer perception of the FRISO brand as one that can be trusted, extending the value of TrackEasy beyond physical stores.

Parents can virtually experience the app before purchase, helping drive brand adoption. With a stronger value proposition, the brand can move away from traditional marketing tactics, such as discounts.

Promoting the TrackEasy experience in display and social media campaigns has produced strong results for FrieslandCampina in Hong Kong:

7%

of unique visitors
converted to
first-time buyers

1 in 3

visitors clicked on
the 'buy now' call
to action

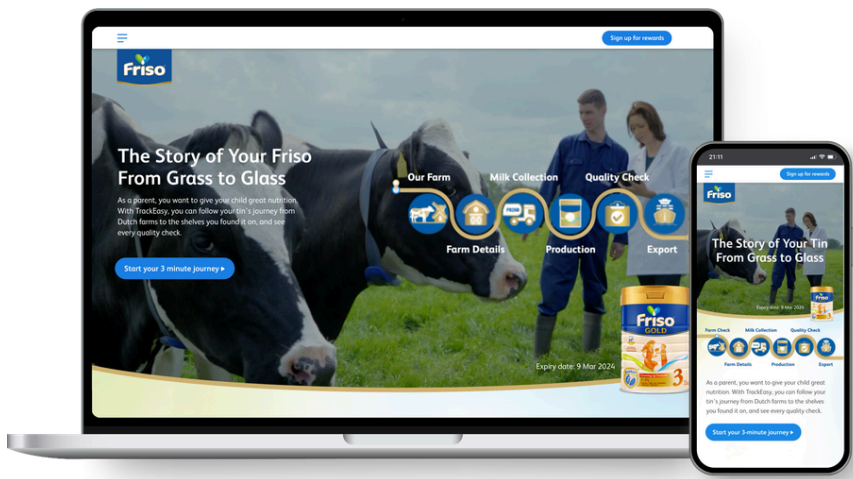


Image source: Royal FrieslandCampina

With the Kezzler Platform integrated into FrieslandCampina's existing IT infrastructure and logistics systems, FrieslandCampina has been well-positioned to continue rolling out TrackEasy across global markets, delivering both the safe products and the trust consumers want.

“Ensuring our consumers can have full confidence in FrieslandCampina brands is paramount. This is why we have adopted Kezzler’s serialization technology to **deliver supply chain visibility** for our infant formula brands, as well as providing a way for stakeholders throughout the supply chain to **validate their products in real-time.**”



Hans Wessels
Formerly Senior Project Manager
FrieslandCampina

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