

Anti counterfeiting traceability of automotive parts

Automotive products mainly refer to components and related products used for car modification, car decoration, and beauty. Counterfeit and inferior automotive products not only affect the mood of car owners, but in severe cases may lead to traffic accidents, and even more so, they may pay the price of their lives. The emergence of product anti-counterfeiting systems has ushered in a new era for the automotive parts industry, quickly identifying the root causes of counterfeit and inferior products and investigating them.

1、 What is the core principle of a product anti-counterfeiting system?

The one item, one code QR code anti-counterfeiting query system mass produces QR codes with different codes and produces them into QR code anti-counterfeiting labels. Merchants print or label the QR codes on product packaging, allowing users to obtain a series of genuine safety information about the product by scanning the code, in order to determine the authenticity of the product.

Each QR code is unique and has features such as difficulty in copying and anti-counterfeiting, making it capable of anti-counterfeiting and traceability. Consumers only need to scan the QR code to determine the authenticity of the product, and obtain a series of traceability information such as product name, production date, manufacturer, sales area, etc., ensuring the transparency and visualization of product information and providing brand trust for the enterprise.

2、 How is the QR code anti-counterfeiting and traceability system implemented?

There are three main steps to implementing "one item, one code":

Firstly, a variable QR code can provide each product with a unique identification;

Secondly, assign QR codes to each product in an appropriate way;

Thirdly, scanning, with a scanning platform and scanning application, can provide users with information or services after scanning.

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