



## BrandTag

The mission of BrandTag is to empower all brands to document their sustainability initiatives and circularity stories and engage directly with the consumer using blockchain. Consumers can discover and trust the product's origin and business impact through BrandTag's technology.



### How they work on circular economy

EcoTag is a blockchain-based solution that gives every product a unique "eco" identity. Every single item carries a unique story about its sustainable attributes. Products become a dynamic portal using smart tagging technologies. It offers an enhanced consumer experience with access to products' life cycle journey and sustainability-related information.

BrandTag is a resource-efficient SaaS solution that companies can join without technical skills. BrandTag is constantly working on minimising its Co2 consumption as a tech company. Their solution's private blockchain renders greater efficiency and control over energy resources by decreasing power consumption.

