



## **M.M. Digital Technology Pte Ltd joins GS1 Singapore Solution Partner Programme (SPP) To Enable and Facilitate Businesses to Digitize Business and Supply Chain Operations with RFID Technology**

**For immediate announcement on 20 February 2018** - M.M Digital Technology Pte Ltd (M.M Digital), an innovative leader in Secured Data Printing and RFID solutions, joins GS1 Singapore Solution Partner Programme (SPP). This partnership underscores M.M Digital's commitment to provide businesses with integrated secured data printing and RFID solutions that facilitate the implementation of GS1 standards and deliver value across industries and sectors.

"Connecting Print to IOT" is M.M Digital's mission. In September 2016, M.M Digital received a grant from SPRING Singapore under the Capability Development Grant (CDG) – Technology Innovation for the development of an Integrated Secured Printing and RFID Encoding Solution. This solution was successfully completed in 2017, and now enables businesses to print and encode (RFID) variable data securely in one seamless automated process.

M.M Digital relentlessly focuses on developing innovative solutions to meet ever changing business environment and requirements. In 2017, M.M Digital developed Authentick, an application for smart mobile devices, using RFID (NFC) to check the authenticity and information of the product or an item.

According to a report commissioned by the International Trademark Association (INTA) and the International Chamber of Commerce, the global value of the counterfeit market in 2015 stood at US\$1.7 trillion. It is estimated that the global economic value of counterfeiting and piracy could reach US\$2.3 trillion by 2022.

Counterfeiting is not only a trillion dollars economic cost to businesses, it is also a significant social cost to consumers as well. A recent report by the U.N. Office on Drugs and Crime says, "counterfeit goods and fraudulent medicines pose a serious risk to public health and safety". The goods range from automotive supplies, to chemicals and pesticides, consumer electronics, electrical components, food, drinks and agricultural products.

M.M Digital's Authentick addresses current and future industry needs for Brand Protection, Anti-Counterfeiting, Traceability, Consumer Engagement & Loyalty and Data Analytics. Authentick is a platform-based solution, which is modular, flexible and scalable to suit the requirements of all businesses and organizations. Authentick is easy to set up and implement in organizations. Authentick is quick to deploy in the field, as smart mobile devices are widely and commonly used in our daily activities.

Echoing GS1 Mission "The Global Language of Business - Business is easier when you speak the same language as your customers, suppliers and partners." Lawrence Yow, Director of M.M Digital added, "The Internet Of Things (IOT), Disruptive Technologies and Big Data brings many challenges and at the same time opportunities for businesses. Huge amount of data is processed every day for both Businesses and Customers. How will it be relevant for Businesses and Customers to make informed decisions? M.M Digital will work closely with GS1 and Solution Partners to develop sustainable working solution conforming to GS1 Barcode and RFID Standards."



### ***About GS1 Singapore***

GS1 Singapore, which is affiliated to Singapore Manufacturing Federation, is part of the not-for-profit Global Standards 1 (GS1) organisation based in Belgium, Brussels with offices in 115 countries. GS1 Singapore has close to 2,000 member companies across multiple sectors and is working with organisations and public agencies such as SPRING Singapore, iDA, CUSTOMS, HSA and e2i to promote and drive adoption of standards, thus helping Singapore companies to improve their competitiveness and operational efficiencies.

For more information visit <https://www.gs1.org.sg/Home.aspx>

### ***About M.M. Digital Technology Pte Ltd***

M.M Digital was established in 2013 by a group of dynamic professionals with years of experience in secured data printing and RFID technology. M.M Digital is one of the earliest adopters of the Secured Data Printing and RFID technology in Asia and has established itself as the market leaders in integrated RFID automation solutions across industries particularly in Retail and Pharmaceutical industries. M.M Digital is fully dedicated to enabling efficiency in applications such as Product Authentication, Brand Protection, Identity Management, Serialization, Supply Chain Management, Traceability, Consumer Engagement, and Data Analytics.

For more information visit <https://www.mmdigital.sg>

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