

Improves Efficiency - Manages Compliance - Inspires Trust - Strengthens Relationships - Creates New Markets

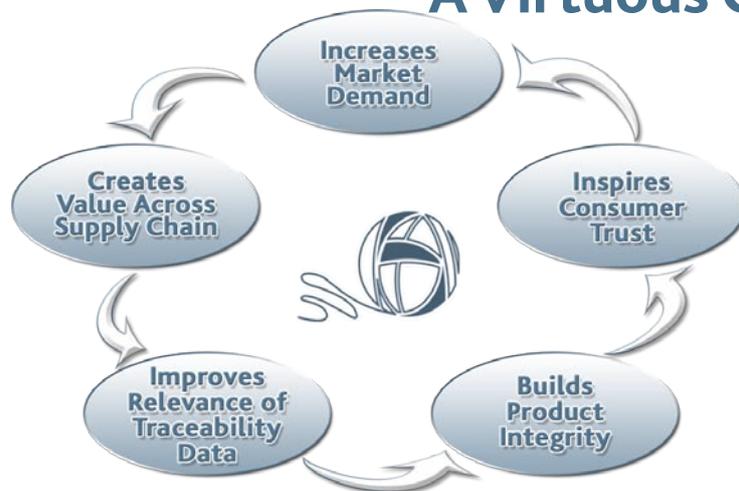


String is an effective traceability service which allows information relating to any type of product to be received and sent by users anywhere within a supply chain on one universal platform.

## Why Traceability?

Customers are increasingly concerned about health, environmental, and ethical performance and expect companies to have complete information about a product available before deciding to purchase. Whatever the customer's concern companies can respond to product-related questions by providing full production histories of their products. Companies can meet this growing demand and gain valuable market share by sending rich traceability information about their materials and processes to their customers further down the supply chain.

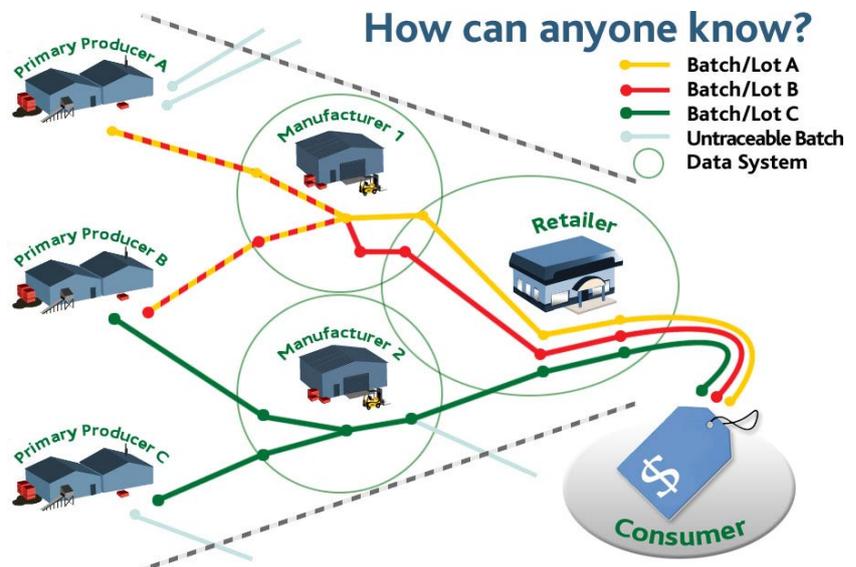
## A Virtuous Cycle



## Making Traceability Happen

All a company needs is a simple and efficient way of managing traceability information. For any batch of product used to fulfil a customer order, it must be possible to:

- Receive information about any raw material bought in from a 3rd party supplier
- Record information about any process performed by the company itself to make the product
- Connect the relevant information to the product and send to the correct customer

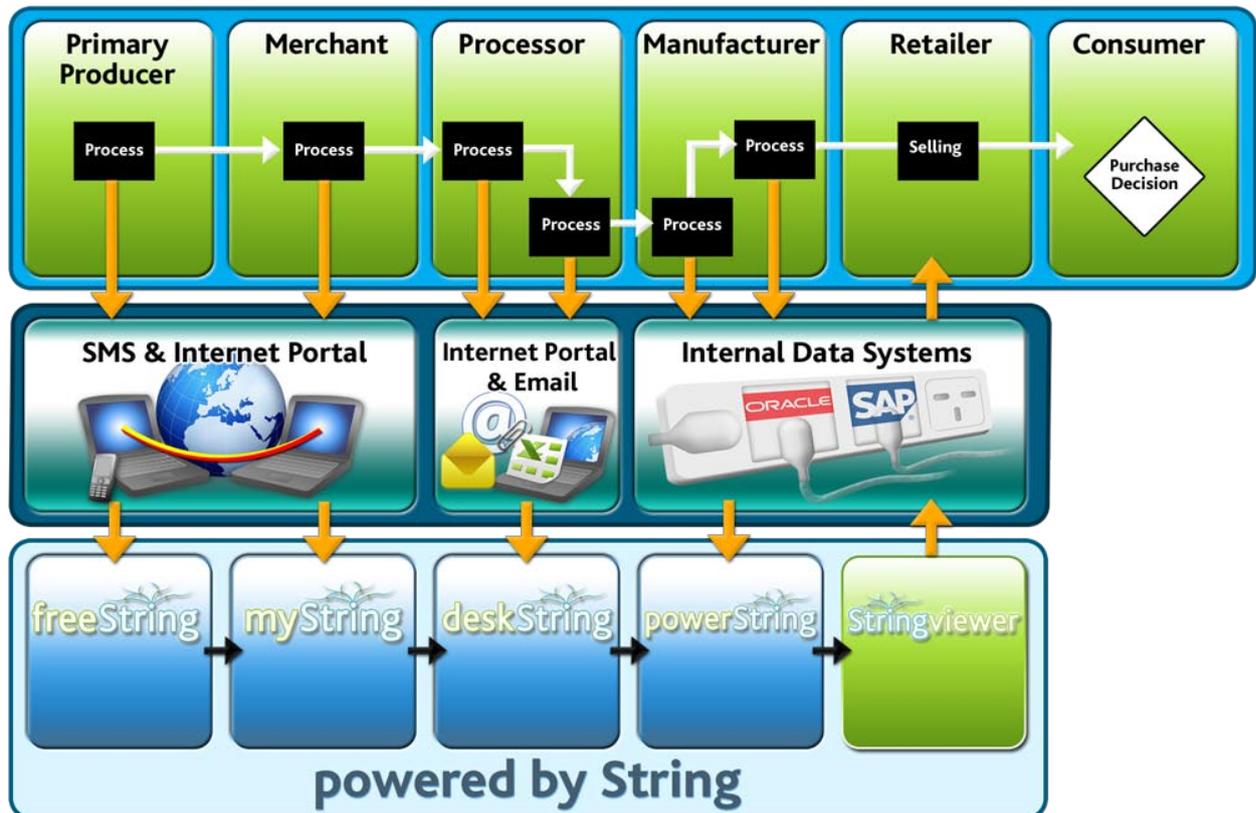


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## What is String?

String is an effective online traceability service which allows companies within a supply chain to receive and send complete and accurate traceability information, file attachments and custom datasets (including certificates, specifications, images, video etc.), relating to any type of product.

String creates a virtual data chain alongside the physical product chain. Each organization has its own String account which can be easily set up by users to reflect specific needs.



## String is designed to be...

### Easy to use

– There is no software to install, just sign-up, log-in, configure your account, and start adding value to your product.

### Efficient

– String allows users to receive and send traceability information at the push of a button.

### Secure

– String is protected by secure encryption technology which means it can only be accessed by registered users.

### Flexible

– String can manage information for an unlimited number of products and processes. It can also be integrated with existing data systems, and has a range of features to meet your changing needs.

### Accessible

– String has been designed to be accessible to every organisation within the supply chain so that everyone can enjoy its benefits.

## Why String?

String enables a company to manage its traceability data more efficiently and to send richer product-related information to customers which show that the products:

### Comply with Government Legislation

- Health and Safety Requirements (e.g. US Seafood and Juice HACCP regulations, EU Food Directive)
- Trade Import Tariffs (e.g. EU Outward Processing for Textiles Quota)

### Meet 3rd Party Quality Standards

- Product and Production Standards (e.g. Organic, Fair Trade Certification)
- Business Process Standards (e.g. SA8000, ISO 14000 Certification, GS1)

### Justify Marketing Claims

- Carbon Labelling (e.g. Product Miles)
- Controlled Origin (e.g. Country of Origin Labelling, PDO's, AOC etc)

### Feed Corporate Responsibility Reporting

- Supply-chain Key Performance Indicators (e.g. Ethical and Environmental Compliance Metrics)
- Product Composition Measures (e.g. % of Organic/Conventional Raw Materials)

## Which String service is for me?



String has been created to meet the needs of all organisations within the supply chain so that everyone can benefit from using it.

### Data Management

The freeString, myString, deskString, and powerString service levels each offers unique features for managing your traceability data. As your company's needs evolve, you can upgrade your account to a different service level at any time.

Sign-up, configure your account and add value to your products now!

### Data Presentation

Stringviewer is an additional String service which gives users the opportunity to get real value from their traceability data by providing customers secure access to view relevant, product-related information through the internet, intranet or any web-enabled business application.

Please e-mail us at [gettingstarted@stringtogether.com](mailto:gettingstarted@stringtogether.com) to learn more about how Stringviewer provides your organisation with maximum supply-chain visibility and your customers with the product-related information they need to make an informed product choice.

Sign up at  
**Stringtogether**  
.com  
now!

## Training and Support:

Everything you need to know about how to set up and use String is available through the String Support Site. This can be accessed 24/7 through your String account, and includes instructions, FAQs and a library of interactive online videos.

The String Support Team offers introductory online training to all String users, included in the initial setup fee. During this training, your trainer will use documentation provided by you to establish full traceability throughout your factory. They will then customise your account to reflect your business needs, and train you to use your String account.

For large organisations, in particular those dealing with more than one process, the String Support Team also offer Onsite Training and Consulting Services, which are available at extra charge upon request. During onsite training, a String Support Team member will help you to establish traceability throughout your factory from goods in to goods out, improving quality control and increasing the efficiency of your business processes.

The String Support Team can be contacted for help and support by email at [string.support@stringtogether.com](mailto:string.support@stringtogether.com).

## Getting Started:

Getting started with String couldn't be simpler. Just visit the [stringtogether.com](http://stringtogether.com) and follow these 4 easy steps:

### Step One:

Enter your account details, including an e-mail address and password, and select the String service which most suits your needs.

### Step Two:

Set up payment for the String online monthly subscription through PayPal, the safe and simple online payment service.

### Step Three:

Activate your account using the link which will be sent to your e-mail address.

### Step Four:

Configure the products and processes on your String account.

## More Information:

More information about the String service platform and the features and benefits of each of the four String service levels can be found at [www.stringtogether.com](http://www.stringtogether.com)

## Contact Details:

To find out more about how String can make traceability simple for your business and to request an online demo, contact us at:

t: +44 (0) 1451 812 272

e: [gettingstarted@stringtogether.com](mailto:gettingstarted@stringtogether.com)

w: [www.stringtogether.com](http://www.stringtogether.com)

