

MARK

Ger Tulain Leather



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What is Tulain

Tulain is an innovative system that, by using a **digital seal**, allows the access to a **multifunctional database**, able to satisfy any necessities: in fact it is a definitive solution for the problem of the **traceability** and of the products' counterfeiting, but it is also a valid instrument of **marketing and communication** between the company and the final customer.

What is Mark Ger Tulain Leather

The project consists of the **electronic management of the "leathers grades"** carried out by inspectors of the Company by using univocal seals, the tulain database and an APP duly developed. Every inspector (univocally codified with the system tulain) uses a personalized APP that allows him to input all the provided data and the relevant grades of the leathers effected, simply by reading the tulain univocal digital seal applied on each leather. The system permits to the Company to see in real time (on a "Company Dashboard") all the grades carried out by their inspectors.

Through this system we are able to identify every leather with certainty, in any part of the world, because:

- Tulain code is univocal worldwide and it cannot be reproduced, if not using the original file;
- When the code is read by the APP, it gets activated and stored in the proprietor tulain database, along with other information like: date, time, geo-location, univocal ip of the device that reads it and all the data provided by the lot (i.e. of the order of the customer) like grade, producer and everything is needed;
- The seal is made on labels (different supports are available) to be applied on the leathers, selected or to be selected. The application may be also automatic.

The measuring datum of each leather may be linked to Tulain by using the new line of GER measuring instruments.

The seal, applied on each leather, identifies it in univocal and absolute way.

The App, at disposal of the inspector, will activate the seal when it will be input the relevant grade and, automatically, it will report the code of whom effected the grade, along with all the pre-input data (through the APP), that will be directly stored in the database of tulain: database which may be positioned at the company, on server in specialized farms or on cloud.

The codes of the single leathers may be "grouped" in a univocal code that will allow to use them also in the phase of packing list. By means of this code it will be possible to follow the shipments, by tracing the paths and being able to determine times, delays, costs, etc.

Thanks to its frame, tulain is able to manage codes "grandfather, father and son" until the fourth level, opening a range of almost infinite future implementations.

The target of MARK is permitting the management of the grades by updating the data directly in the Company (or where you decide), in real time and no more in a second time (at the end of the day or the day after), as it happens currently.

Advantages for the Company

1. **data in real time**
2. **security and reliability of the collected data**
3. **secure system, unique worldwide, of anti-counterfeiting of the selected leathers**
4. **system of traceability of the selected leathers**
5. **highly technological method able to grow with the future requirements**
6. **statistics and historical data usable in every moment and easily available**
7. **possibility to realize activities of marketing along with the customer**

Advantages for the Inspectors

1. **very simple, secure and easy system for monitoring the leathers grade**
2. **system that identifies the selected leathers in a sure and reliable way**
3. **system of anti-counterfeiting of the selected leathers**
4. **system that transmits the effected work in real time without the necessity of further job in a second time (as it happens currently)**
5. **system that traces all the activities, which have been carried out, and from who**
6. **system that historicizes everything and allows a quick retrieval of the data in a next time**
7. **system that in a second moment, through the personal APP and the univocal seal, recalls all the information input previously in the remote database**

Advantages for the final Customers

1. **be sure of the certified originality of the leather**
2. **know in real time the situation of the grades and of the relevant orders, through the website of the supplier**
3. **be informed on the activities of the supplying Company and on the company website**
4. **know the information that the Company decides to make known**
5. **be involved in an innovative system of marketing and of bidirectional communication with the Company**



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