



Arla Foods chooses Kvinta for marking dairy products in Russia.

The Russian division of the largest European dairy concern Arla Foods is launching a labeling project for dairy products.

Arla Foods LLC opted for the innovative Kvinta SaaS solution for serialization and tracking of goods throughout the supply chain. This project allows the company to successfully label dairy products with the advanced functionality of Kvinta and the integration based on the extensive experience of 3Keys GmbH in the implementation of solutions in various sectors of the economy.

“Electronic labeling allows us to trace the path of each unit of production from the moment of production to the sale to the end consumer. All the information about the product is transmitted to the national monitoring system. In order to comply with the requirements of Russian legislation in terms of labeling of dairy products, we have chosen the most flexible and advanced solution on the market - Kvinta, as well as the most experienced integrator - 3KEYS. Arla has ambitious plans for the development and expansion of sales in Russia, so we will make the most of the opportunities offered by the solution we have chosen.”, says Mikhail Lyasko, General Director of Arla Foods LLC, Vice President of Arla Foods amba.

“We are very pleased to cooperate with the largest European dairy concern in Russia and looking forward to a long-term partnership. Our unique cloud solution using advanced technologies, including process mining and machine learning, will ensure interaction with FSIS “Chestny ZNAK” in full compliance with all legislative regulations of the Government of the Russian Federation and will provide new opportunities to control the degree of completeness, consistency and accuracy of data throughout the entire life cycle dairy products.”, says Olaf Haderitz, CEO of Kvinta.

“Our team’s expertise in Track & Trace, Serialization and Supply Chain allows us to successfully apply industry best practices and standards, as well as respond quickly to changing regulatory requirements. Each time we select the optimal solution for the specifics of the client’s business. For Arla Foods, this is Kvinta.”, highlights Stepan Lialine, founder of 3Keys.

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Arla Foods Facts & Figures:

- Arla Foods is one of the key players in the international dairy industry. The company is owned by more than 9,700 farmers from six European countries who supply milk for the company's products every day.
- The Russian division of the largest European dairy concern has 5 representative offices in the largest regional centers with a population of over 1 million people, has a head office in St. Petersburg and a representative office in Moscow.
- The main goal of Arla Foods is to achieve maximum results so that people can benefit from and enjoy dairy products throughout their lives. The company is constantly developing, improving the quality assurance program, which is the guarantor of the highest quality milk.
- Arla Foods is committed to reducing its negative impact on the environment, primarily by reducing harmful emissions and continuously improving environmental performance throughout the supply chain.

About Kvinta:

Kvinta is an innovative SaaS solution that meets the business needs of tracking and serializing goods throughout the supply chain. With flexible means of adapting to customer needs, Kvinta allows you to create solutions that meet legal requirements and ensure the fight against counterfeiting and illegal trade. Through the architecture of the solution and applied technologies such as process mining, Kvinta can benefit from quality data analytics and process optimization.

About the 3KEYS GmbH:

The consulting company 3KEYS GmbH specializes in projects in the field of product labeling and traceability. The company is deploying labeling and Track & Trace to markets around the world without placing customers in dependence on a single solution provider and bringing the expertise of leading Track & Trace markets to emerging industries. The company has unique knowledge in the field of Global Batch Traceability (GBT) - projects with the highest level of transparency.

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