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Charles Heidsieck Implements RFID for Enhanced Bottle Traceability

The champagne producer partners with Checkpoint Systems to improve transparency and tracking in the wine and spirits industry.

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Charles Heidsieck, a renowned champagne producer, has adopted RFID technology to enhance the traceability of its bottles from production to retail. This move addresses the growing need for transparency in the wine and spirits industry. By partnering with Checkpoint Systems, Charles Heidsieck has implemented a comprehensive traceability solution. This includes RFID tunnels, inlays, and software to manage and integrate product data.

The new solution, called BottleIDTM, is particularly suited for the beverage industry. Checkpoint Systems has developed an RFID inlay that performs well even in the presence of liquids, overcoming a significant challenge for this technology. This advancement allows the beverage sector to benefit from RFID's advantages, such as reliable identification of each bottle, accurate product quantity information at each supply chain stage, easier product verification across distribution channels, and real-time inventory tracking.

In the production phase, each bottle receives a back label with an RFID inlay, provided by Imprimerie Billet de Damery. These bottles then pass through Checkpoint Systems' RFID tunnel, ensuring a fast bottle-to-box association without slowing production. The transportation of products can be precisely tracked, revealing the origin and destination of bottles upon delivery.

Wine in Block, a company specializing in blockchain for wines and spirits, collects and processes all traceability data, presenting it in control panels. Damien Riegel, Charles Heidsieck's Production Director, explained that the decision to adopt RFID technology was driven by the need for better product information sharing and more precise tracking of bottle circulation. RFID emerged as the best solution due to its ease of data acquisition and reliability without affecting production speed. It also enhances market monitoring and improves consumer communication through precise data and greater transparency.

Emanuele Soncin, Business Unit Director at Checkpoint Systems for Spain, Portugal, and France, noted that Charles Heidsieck quickly recognized RFID's benefits. The company can now track all bottles throughout distribution channels, significantly optimizing control over its operations and brand image. This technology not only helps wine, champagne, and spirits companies monitor and improve their operations but also marks a significant step toward bottle digitalization, providing consumers with more product information.