BC Automation

TruthLabel™ & TrustLabel™ for Secure, Open Product Integrity

Tech Primer - 07/04/25

Traceability is no longer just about tracking — it's about trusting.TruthLabel™ and TrustLabel™ elevate product integrity from static records to active protection. Backed by DAG-based custody structures and BC's Zero Trust data infrastructure, these technologies embed real-time, scan-verifiable intelligence into every unit — helping manufacturers and regulators see not just where a product has been, but whether it should be there now. Built to align with GS1, SmartLabel®, and existing serialization systems, they ensure the custody of your data remains under your control.

PROBLEM: Legacy traceability to what's happening right now.

- Tracking ends at packaging, not at the point of use
- Recalls are slow, fragmented, and often initiated too late
- Condition and custody records are disjointed, unverifiable, or manually logged
- Manufacturers retain full control, limiting transparency across partners
- Legacy systems lack real-time response, third-party validation, or open data exchange
- The result: missed recall windows, compliance gaps, and eroded consumer trust

SOLUTION: Turn every product into real-time.

- TruthLabel™ records custody and condition using immutable DAG-anchored data structures
- TrustLabel™ enables live recall alerts, unauthorized product detection, and POS blocking
- Built for compatibility with SmartLabel®, GS1, and international compliance frameworks
- Embedded through QR, NFC, and AR-enabled interfaces for both field operators and consumers
- Powered by SPA™ and BC's secure edge-to-cloud architecture
- Ensures traceability, real-time status verification, and recall effectiveness — from the production line to the point of use

OUR IMPACT: We protect what matters — transparently, securely, and without vendor lock-in.

- Prevents unsafe products from reaching consumers
- Restores trust in regulated supply chains (food, medtech, aerospace, defense)
- Delivers real ROI by extending value of existing labeling investments
- Enhances consumer transparency, audit readiness, and brand protection
- Future-proofs traceability for Industry 5.0 environments
- Enables shared, secure infrastructure without vendor lock-in

95+ clients served

625+ unique processes automated

$3.8B+ client dollars saved

> "A huge asset to any company looking to improve their cost and reliability."
> Chris Whitehair
> SVP Global Operations at SunOpta

> "[BC Automation's] solutions are most thorough and comprehensive."
> Ned Mitenius
> Founder & Sr Consultant at Periscope Consulting

Let's Transform Your Manufacturing Together.

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