

Technical description of the labels:

Elements	Description	
	A sip of energy	Let strenght pop out of your body
Construction	<p>The material on the front of the labels can first be prepared by industrial robots on the line (which run on green electricity) before being entrusted to a 3D printer which will reproduce the design.</p> <p>A passive Qmini U-TAG UHF-RFID miniature transponder (from MicroSensys) (Radio Frequency IDentification) chip (with data protection encryption) will be incorporated into the paste.</p> <p>Then, a die-cut will be set up. Then, a hot stamping allow the creation of an orange peel effect on the label, making it pleasant to the touch. On top, a BEECOAT membrane will be applied (playing a protective role against moisture) as well as an integration of Biosensors on the surface of the final layer.</p> <p>The verso of the labels will be constructed in the same way as the front, except for the insertion of the chip which will then be useless.</p>	
Composition	A mixture of recycled oyster shells and kitchen sponges (soft and resistant coalition) reduced to slurry with ferrofluid and natural coloring.	
Substrate	The label will be placed on a bowling ball shaped glass bottle with a handle.	The label will be placed on the face of a support in the shape of a tree, on a polished surface for this purpose.
Shape	The submitted design represents a phoenix spreading its wings.	The submit design represents the profile and bust of a phoenix steaming out of a dietary supplement and showing its biceps.
Recto and verso	The front of the label represents the phoenix and will include the basic descriptive elements as well as the various certifications. It will be clearly visible on the face of the product. The verso will be located under the product and will take the shape of a round with blue dotted outlines and white background.	
Background color	Light Grey-Green (#E4F6DA)	
Cap	Ø (none)	
Adhesion	A transparent magnetic staining deposited on a sufficient surface of the glass will allow the label to be positioned on the substrate easily and durably.	
Dimensions	Tailor-made	
Thickness	1 mm	
Functional role	<p>The labels are informational and have as function the selling of a chip for a logistic control (product traceability) as well as a counter counterfeiting. Also, its Biosensors equipment will allow the control of the consumer's constants (heart rate) to allow an adequate dosage according to physical exercise and regular monitoring.</p> <p>The verso of the labels are interactive because the QR codes allow direct access to the ingredients of the product and to an explanatory and demonstrative animation of the brand's characteristics.</p>	