

## TruTag launches incredible, edible food tracing

By Jenni Spinner+, 04-Sep-2013

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### **TruTag Technologies has launched tiny sensors that let food firms add security features to food packaging, and to the food itself.**

TruTags are sensors designed to help food manufacturers, pharmaceutical companies and other product companies thwart counterfeiting—which can be costly in terms of drained revenue, damaged reputation and lost lives.

*"The ability to track food items, especially in light of the complex global supply chains of major food product manufacturers, is of high interest,"* TruTag Technologies representative Paula Page told FoodProductionDaily.com.

Each tag consists of a marking made from pure silica microparticles, digitally coded by a proprietary nano-etching process. Because the material is designated "generally recognized as safe by the [US Food and Drug Administration \(FDA\)](#) , they can be added in trace amounts to food, drugs, supplements and other items.

Tags can be imparted with a broad range of information; once added to a product, they can be scanned with the company's reading device. Users can use an iPad or iPhone to control the reader, then decode with the TruTag software.

*"TruTags function much like a bar code in that they can be serialized to uniquely identify a product—we refer to them as covert 'edible bar codes,'" she said. "It is simply a matter of associating the ID number from the spectral code of the TruTags to a variety of product information in a manufacturer's database, such as date and site of manufacture, expiration date, product dosage or serving size, and country of authorized sale."*

Page said that the Tags can be married to a product in one of three ways. They can be mixed into the actual base product, coated onto the item, or attached to or integrated into the product packaging.

Hawaii-based TruTag Technologies recently landed a 2014 Technology Pioneer Award from the [World Economic Forum](#) . The honor recognizes companies for technology innovations that stand to have significant impact on business and society.

Page reported that TruTag has launched pilot programs with a number of food and drug companies ahead of commercial launch.

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