

## Flexible & Wearable Electronics Application Experiments



### Tagenea

TAGENEA is a newly created company born with the objective of developing and marketing the next generation of digital labels.

<https://www.linkedin.com/company/tagenea/>



### Problem to be solved

TAGENEA gives a simple solution to a complex problem that is how to communicate the 'online' sales channels with the 'offline' sales channels, that is, the physical store. This problem can be divided into two main areas that affect the efficiency to market the products: manual labeling and relabeling related operations and the digital disruption through greater price comparison by buyers and increasingly better online shopping experience.

### Solution provided by SmartEEs

The market opportunity is to create a new concept of label capable of providing a new solution to this problem. These new labels will allow to show real-time information in a flexible sticker-concept device, that includes a display to see the information directly (no electronic device is needed). The position in the market is to be in between the traditional printing on paper and the standard electronic shelf label (ESL) which is increasing in cost and complexity.

### Business model & impact

The strategy of TAGENEA is quite agile. They positioned themselves between two markets. They would combine at the same time the services provided by ESL (price information) and at an item level (like RFID label). In terms of volume, these 2 markets would represent a size of 17B€ (15B€ + 2 B€). However, we can't ignore how these two markets are driven by large players. But this clever positioning could avoid direct confrontation with the big players.

