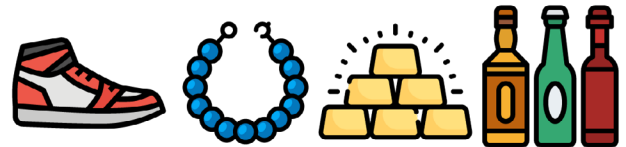




# Emerald Circuit Luxury Management: From Box to Blockchain

“Digital permeates every purchase. By 2025, the online channel will represent 25% of the market’s value, up from 10% today. Approximately half of all luxury purchases will be digitally enabled thanks to new technologies along the value chain, and nearly all luxury purchases will be influenced by online interactions.” - [Bain & Company](#)

**Luxury Management:** The identification and management of high value products and goods as they are transported or held in storage.



## Problems to be Fixed

Luxury products suffer from counterfeiting, in-transport damage, and lack of verified identification (digital notarization). This refers not only to high value jewellery and precious metals, but also electronic parts, chemicals, fashion products, automobile parts, fine wines as well as art.

## Emerald Circuit Solutions

Networked Asset identification and management via the Emerald Circuit smart pallet, and smart containers allow for individual tracking and insight into the real-time status and conditions of luxury products. With geolocation, temperature, and humidity data all time stamped onto a secure network, luxury goods can be demonstrated as genuine, avoid counterfeiting, and retain visibility during transportation or storage.

### Primary Value Provided

Digital notarization and real-time condition tracking of high value products (geolocation, temperature, humidity, light exposure). Individual product tokenization and proof of custody management. Proof of authenticity and anti-tampering protection.

## Market Size and Geographical Hot Spots

In 2018, the global luxury industry was valued at [over \\$1.2 trillion dollars](#). The industry is comprised of multiple sectors across global markets including: personal goods, food, art, furniture, jets, yachts, and cars. The largest markets include China and the United States, however global luxury consumption continues to grow across the map.

