



## The origin of goods in the blockchain

Recording data on the origin and shipment of goods on the blockchain. Blockchain allows the implementation of a unified and unmodified storage of information about the origin and shipment of goods throughout the chain, from the manufacturer to the store front.

## Current problems

- **False information about the origin of goods.** Dishonest manufacturers misinform consumers about the origin of goods.
- **Mistrust by customers.** Some customers believe that the information about the product can be changed by the vendor.
- **Disclosing of information about the goods' ingredients.** The information about the components of goods aren't always transparent and reliable.
- **Non-transparency of goods origin.** Information about the shipment of goods from the manufacturer to the store front is not transparent.



## New model

Each manufacturer of goods uses the labeling of goods and enters this information into the public registry on the blockchain. In the process of producing goods, part of the general information is marked with unique identifiers.

Manufacturers and processing companies record information about raw materials (or the main ingredients of the goods) that they buy from suppliers. Shipping companies can also record the time and conditions of transportation.

All basic information about the ingredients, the manufacturer of raw materials, components, and shipping is reflected in the block.



## Why blockchain?

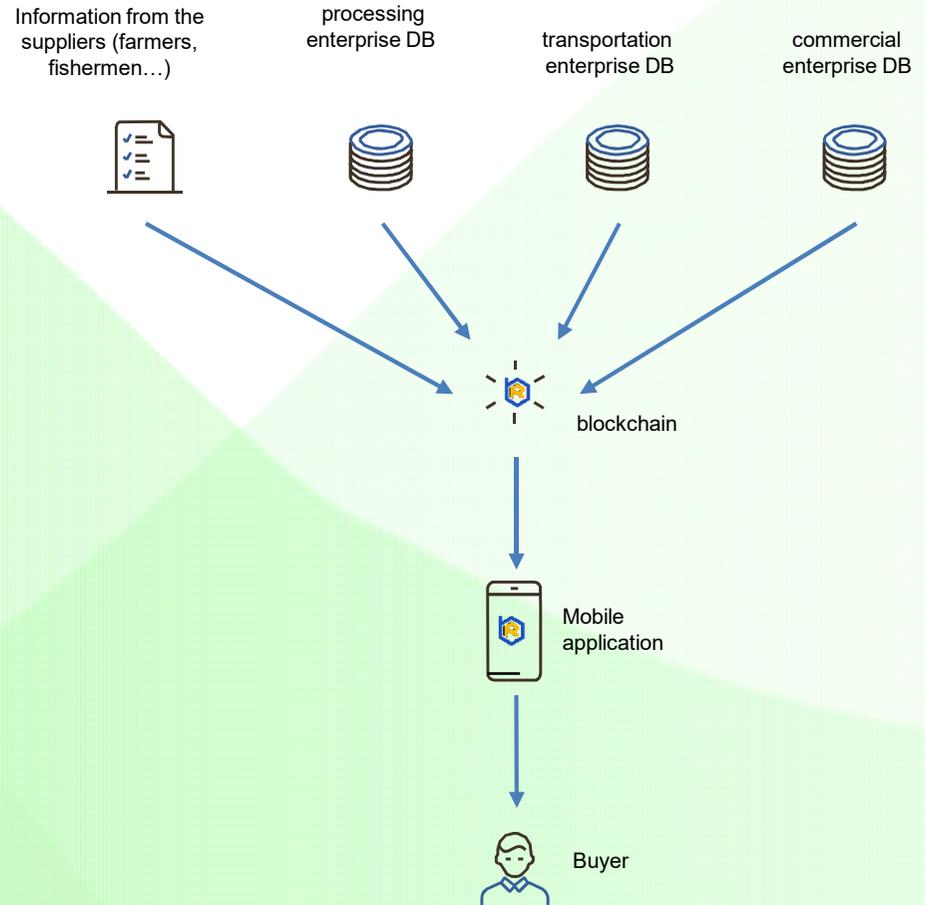
Blockchain is an immutable data source. All information placed on it can not be altered or corrected. For example, if you input information about the date of production of goods or its ingredients at a certain moment, nobody will be able to remove it. This property is due to blockchain technology. It works in such a way that there is no head, or owner, who can fix or alter it.

Blockchain has no administrator, hence the logic from central world that the administrator can change the entries is no actual anymore. It's like a website that is hosted on a variety of servers and does not have one and single owner and one and single hosting provider. On this site, information can be added by anyone who has specific credentials to participate and certainly access.



# Technical implementation

How to implement the placement of a piece of information about the goods on the blockchain?  
It is necessary to combine the vendor-seller server via the API with our blockchain ecosystem and transfer minimum information about some product parameters. The API has an open protocol and easy connection. This can be done automatically and permanently. It will take just a few days for one programmer.  
It is necessary to unite all the participants in the unified information space of the database, from processing to retail, and organize the data transfer from the manufacturer.





## Positive aspects of the blockchain

The buyer must have confidence in the specified data about the product from the manufacturer to the vendor. At the moment, the most convenient and inexpensive way to gain this confidence is through blockchain technology.

### **Nobody can change the blockchain saved data**

Later, this data can be used and integrated into other services (post-sale services, repairs, etc.) with reference to the data already stored into blockchain.



## Benefits for the manufacturer and seller

- **Competitive advantage.** Achieves a competitive advantage over other vendor of goods.
- **Confidence of buyers.** Market participants who are the first to introduce control of origin will gain the trust of consumers.
- **Reliability of origin.** Consumers know that the origin of goods corresponds to the declared source of the goods.
- **Quality assurance and reputation protection.** All market participants are confident in the quality of raw materials and products throughout the chain.
- **PR information event.** PR information event about the application of the latest technological innovations by the vendor.



## Why to choose BitRezus?

We have created a unique blockchain ecosystem, which allows you to use blockchain technology stack in every industry

- Unified protocol of release, storage, transfer of financial assets
- Infrastructure in the form of a distributed network with a public registry
- System accounts with public and private keys
- Set of security systems
- Built-in programming language for creating services





## Contact us

We have a team of strong programmers and Technology Consultants who can Help you with the PoC (proof of concept) and MVP

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