

SmartEEs Success Stories



TAGENEA is a newly created company born with the objective of developing and marketing the next generation of digital labels for the retail sector. The ultimate strategic objective of the project is to drive the digital transformation of the labelling and relabelling-related operations in the retail sector.

www.tagenea.com



Problem to be solved

Tagenea is working on a new concept of smart labels that synchronise both the digital and the physical worlds. Specifically, Tagenea is working on what they call the next generation of digital labelling: the possibility of transferring digital information to a physical medium, a digital label that is equipped with a screen and wireless communication. Tagenea's goal is to give a simple solution to a complex problem from the retail industry that is how to communicate the 'online' sales channels with the 'offline' sales channels, that is, the physical store.

Solution provided by SmartEEs

The main advantage over other systems such as QR codes or barcodes, is that the latter require the use of an electronic device to interact and labelling is usually done manually. On the other side, the more sophisticated screens such as LCD displays can show complex information, however, often these rigid and costly devices limit the possibilities to adapt this solution to several applications. Tagenea's solution aims to be right in the middle, and allow the user a simple way to see digital information directly on a screen so it is not necessary to manually relabel each product, because the information it offers can be changed remotely. Tagenea believes that this solution can be very useful in a wide range of applications.

Tagenea works with flexible and hybrid electronics, a niche within electronics also called 'printed and organic electronics'. It is a technology aimed at creating flexible electronic products that changes the current process of producing electronics. It is designed to be printed or implemented directly on flexible substrates, using conductive inks and other functional materials, and in an easily scalable production process.

Business model & SmartEEs' impact

Tagenea started in 2018, currently there is a team of 4 people working on the company and have just successfully developed this technological proof of concept. During this time, Tagenea has received a lot of support and recognition, such as the prize for the best business idea awarded by Fomento de San Sebastián (2018), participation in the Ekintek and Ekintzaile programs of the Diputación de Gipuzkoa and SPRI (Basque Government), the support of the European Commission through the SmartEES initiative and WORTH project and the support of the NEOTEC program, financed by CDTI, Centre for Industrial Technological Development, which is the star program of technological entrepreneurship in Spain. Tagenea is also a member of the Printed and Organic Electronics Association.

