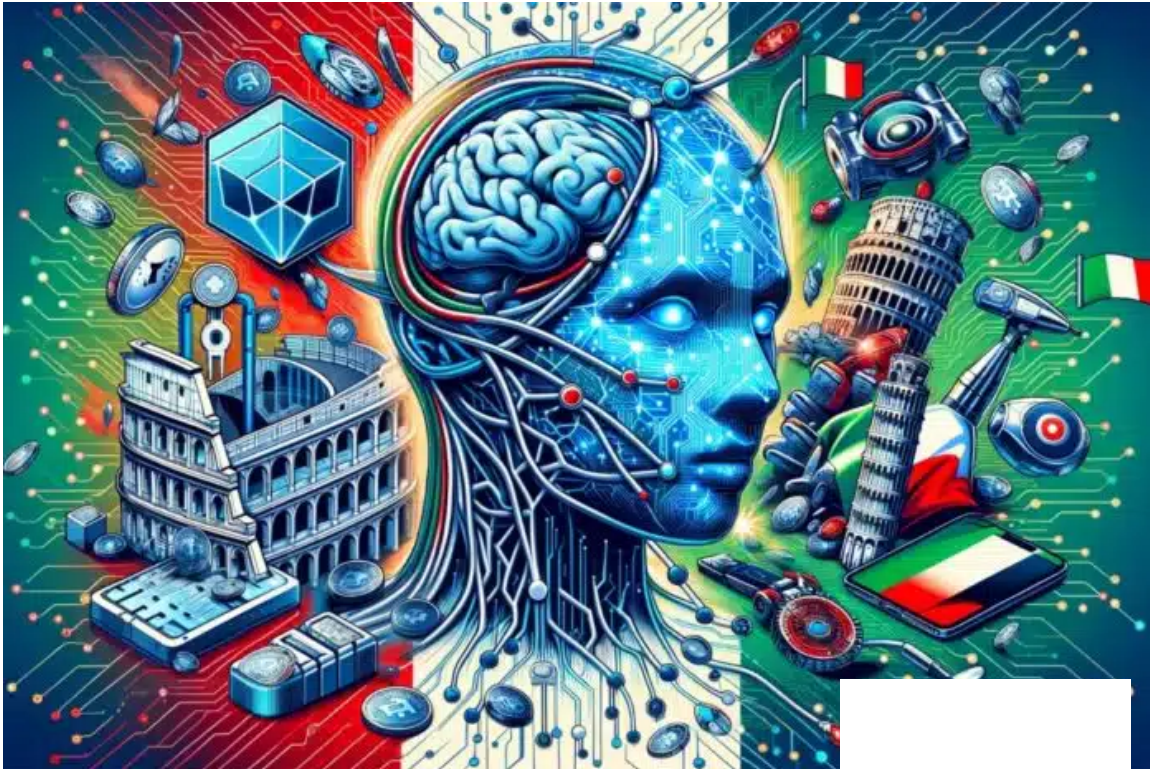


The "made in Italy" on blockchain with generative AI: the digital label of EZ Lab

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EZ Lab is bringing its new digital label to the world's largest tech event, CES in Las Vegas, which allows preserving the "made in Italy" using blockchain and generative AI.

Here's how the new customer experience mode works.

Summary

1. The "made in Italy" on blockchain with generative AI: how does the customer experience of EZ Lab work?
2. EZ Labs and the blockchain-certified "made in Italy" that uses generative AI

The "made in Italy" on blockchain with generative AI: how does the customer experience of EZ Lab work?

EZ Lab is bringing its new customer experience to the CES in Las Vegas, the world's largest technology event, which allows to preserve the "made in Italy" using blockchain and generative AI.

Specifically, it is a **new digital label** that will allow consumers to **interact with natural language**, obtaining answers thanks to generative artificial intelligence.

In this way, the consumer will be able to **discover all the information they desire** regarding sustainability, traceability, origin, and company history.

A solution that proactively responds to the upcoming EU regulations, which will impose the "digital passport" for products.

From January 9th to 12th, 2024, at CES, EZ Lab will showcase its applied solution to the Venice dress by Monnalisa, a leading high-end childrenswear company that has chosen [blockchain technology](#) to protect the authenticity and sustainability of its garments.

EZ Labs and the blockchain-certified "made in Italy" that uses generative AI

[EZ Lab Blockchain Solutions](#) is an innovative SME, specialized in the digitalization, enhancement, and protection of products in multiple sectors of Made in Italy, thanks to Blockchain technology.

The company has already **tracked more than 100 million products for other companies** such as BASF, Alce Nero, Ferrarini, Rodolfi, Monnalisa, Marinella, Unoerre, Peron Shoes, and Latteria Soligo.

Not only that, recently, **EZ Lab has been selected as the winner** among more than 130 projects for the international call for **Open Innovation for Textile Sustainability** by the National Cluster Made in Italy (MINIT), in collaboration with Decathlon and Radici Group.

Until today it has **four locations in Italy and abroad**, in Padua, Pachino (SR), Reims (France) and San Francisco (USA).

Regarding the new digital label and digital product passport, **Massimo Morbiato**, CEO and founder of EZ Lab, said:

"The digital product passport is a new tool that will be made mandatory by the European Union, which will revolutionize communication and trust between brands and consumers. EZ Lab is preparing with its digitally integrated labels with artificial intelligence."

