

Better label. Bigger impact.

Upgrade your supply chain efficiency,
improve brand awareness, and increase
market confidence with Metrc Retail ID.

How it works



Brands & Manufacturers

1. Setup products and packages in Metrc as usual
2. Generate unique, serialized QR codes for each individual retail item
3. Print and affix labels to each item and repackage using current transfer process



Distributors

Seamlessly move product through supply chain without additional scanning



Dispensaries

Quickly scan the Metrc package tag for intake, then scan each item to complete transfer and check out



Consumers

Scan QR code for product info, COA, ingredients, and more

Improved experience delivers the most value across the supply chain



Simplified compliance data for complete seed-to-post-sale visibility



Most affordable solution for brands and retailers



Strong, stable API partnerships for a reliable experience



Functionality built right into the Metrc system to reduce labor and eliminate secondary labeling

Unique features drive maximum impact

Product validation & identification

- ✓ Ensures products are legal, lab-tested, and safe for consumption
- ✓ Improves compliance and increases market confidence
- ✓ Validates legal product to deter illicit activity
- ✓ Protects brand reputation and bottom line



Product recall data

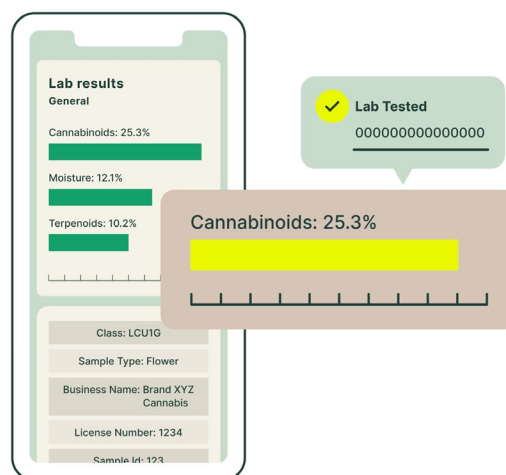
- ✓ Expands visibility into recalled products in a single QR code scan
- ✓ Enhances communication capabilities to further facilitate recalls

Certificate of analysis (COA) visibility

- ✓ Allows real-time access to item-level product data in a single scan
- ✓ Builds consumer confidence with validation of lab testing

Product review and effects reporting

- ✓ Amplifies voice of consumer with access to direct product review and effects reporting data
- ✓ Increases visibility into product movement and consumer behavior



Retail value created

2,000 hours and \$25K+ per retailer per year

Initial retail time trial studies show a reduction of 60 seconds in labor per item.
On average, this equals nearly 2,000 hours and \$25k+ in labor savings per year, per retailer.