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Zoppini advertising

A QR Code to certify all Zoppini Made in Italy Jewellery

massimo morici

Posted on 2015-07-02

Zoppini, part of **MPF Group**, is an Italian jewellery brand based in **Florence** that focuses on jewellery that is strictly “Made in Italy”. The company has announced that very soon, customers from all round the world will be able to verify all Zoppini’s jewellery collections for authenticity. This will be made possible thanks to **Italcheck**, an innovative system capable of verifying the authenticity of all Zoppini’s products via PC, smartphone or tablet almost immediately.

This is an important step for the company in terms of transparency and product origin guarantee whilst reassuring customers when making a purchase. Considering that Zoppini’s success is partially due to the fact that its products are strictly “Made in Italy” and in light of the fact that 40 per cent of total turnover comes from exports, it is very important for the company to be able to guarantee products origin. In fact, in recent years, Zoppini has entered a number of new markets worldwide namely: Kiev, Dubai, Yerevan (Armenia), Kuwait City, Jeddah (Saudi Arabia) whilst strengthening its position in already existing markets like: the Far East and China.

But what exactly is Italcheck? It is a smart utility that connects the user directly in the reference language (Italian, English, French, Spanish, Portuguese, Chinese, Japanese, Russian, Arabic) and it allows them to verify, in real time, if a product for sale is actually “Made in Italy”, to get more information on the product itself and to quickly get in touch with the company.

All Zoppini’s collections will have a QR code which will allow customers to check for authenticity. **Iacopo Mencuccini**, External Relations Manager of MPF Group, said:



Zoppini Venere collection (credits: Zoppini)



Massimo Morici

“It is very important to make a clear distinction between what is fashionable and what we have seen, for many generations, as the quality of the Made in Italy label. These days, it is paramount for companies like us to be able to prove the genuineness of our products, companies that have invested a lot of resources to make products associated with the ‘Made in Italy’ world renowned brand image. It is also very important to be transparent and to allow customers to trace the product origins”.

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