

**Title of the project:** "INTERACCIONA – Development of mass-produced active labels"  
**Case file number:** RTC-2016-4984-7

The INTERACCIONA project will develop an industrialisable technological solution for preparing printed functional labels based on developments in the different elements of the value chain: design, development of materials and processes, development of machinery, implementation of the final product on rotary presses and validation.

The project will create an industrial pre-series of smart labels for bottles of wines and spirits with light and sensory functions for interaction between the bottled product and its medium and its network connectivity.

For all the tasks in the project a consortium is being considered in order to cover all the stages in the research and development of the different stages involved. The great experience accumulated by the organisations in the consortium guarantees the capacity required for developing the project and proper attainment of its objectives.

For undertaking this project a cooperating structure consisting of the following organisations has been considered:

- GERMARK, S.A.
- FUNDACIÓ EURECAT
- VINÍCOLA DEL PAÍS, SAU
- MIGUEL TORRES, S.A.

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