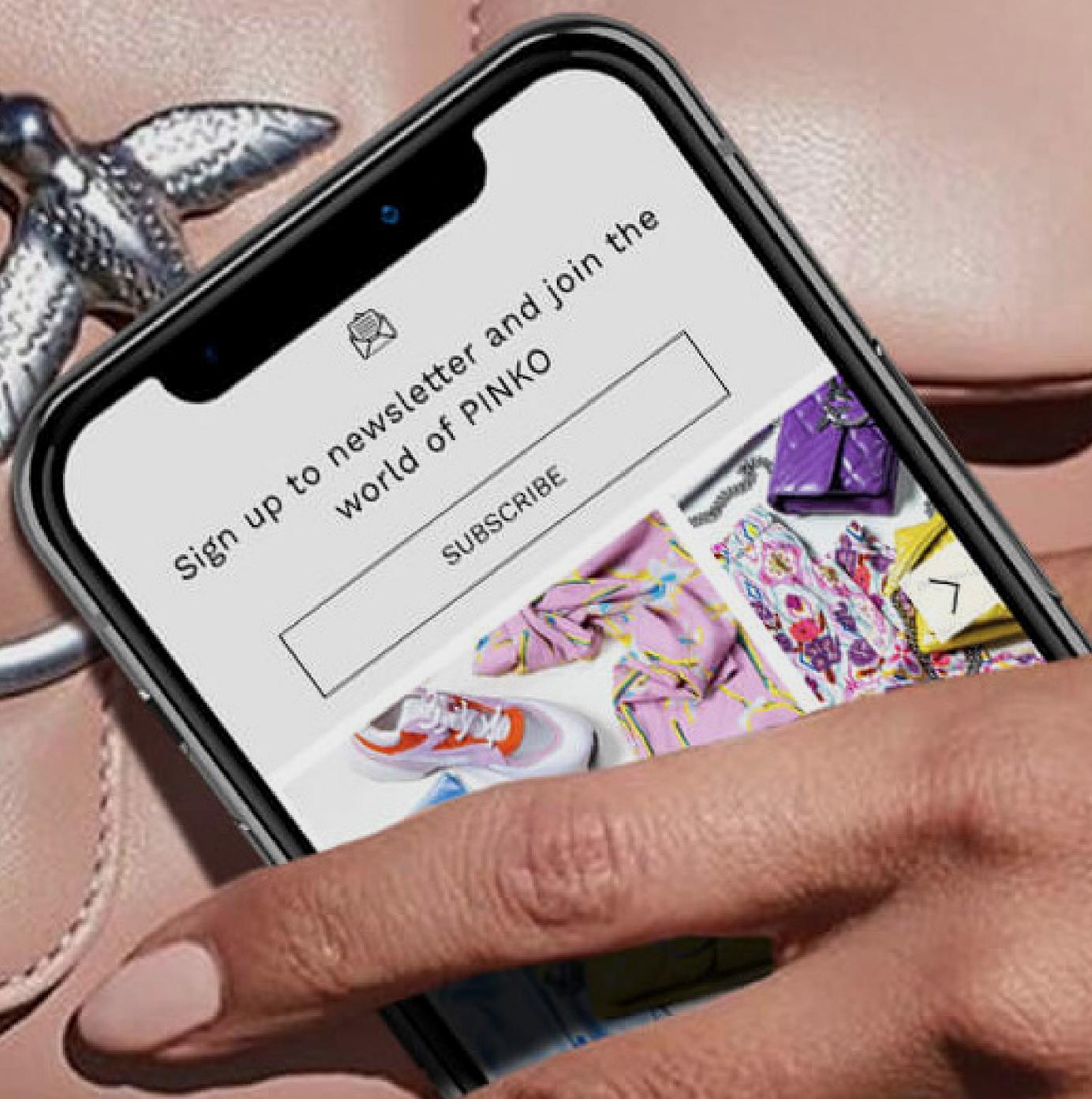
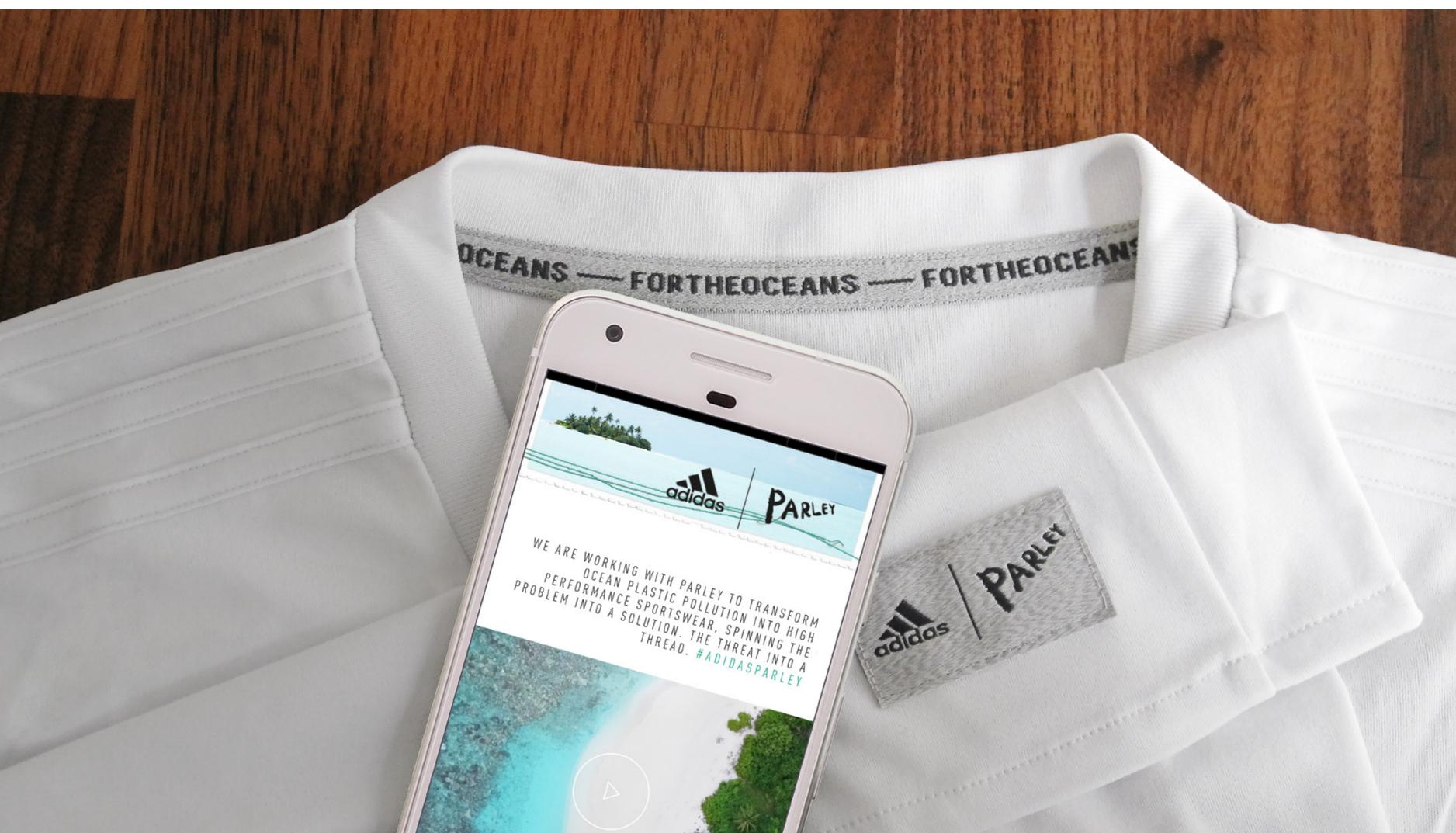


Better Recommerce with Blue Bite



Blue Bite

As the desire to break the consumption economy model grows for both brands and consumers, **recommerce** has emerged because of a variety of considerations including environmental concerns, sustainability initiatives and — importantly — online selling.



Blue Bite

What is Recommerce

Recommerce is “secondhand shopping for the digital age,” according to the U.S. Chamber of Commerce.

The secondhand market is expected to **double** its 2018 numbers, becoming a \$51 billion industry by 2023, according to ThredUp.

While fashion is one of the biggest examples, recommerce is common in a variety of industries, including electronics and physical media.

How Blue Bite Helps Secondary Sellers

Ensuing authentication is one of the biggest hurdles for secondary sellers — particularly of luxury goods. Their reputations **depend** on providing consumers with products that are not counterfeit.

When a brand has included an NFC tag connected with an **authentication** experience, secondary sellers provide their customers with peace of mind that the item is authentic.

Secondary sellers can also use **NFC** to authenticate items that weren't initially connected by brands. Sneaker Con, for example, attaches their own NFC-enabled authentication experience to shoes that have been **verified** by their own experts.

For platforms like Rent the Runway that rent out luxury items, a Blue Bite-powered experience can offer **confirmation** that the item being returned is the same one that was rented out, reducing risk even after an initial authentication takes place.

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How Blue Bite Helps Brands with Items in Secondary Markets

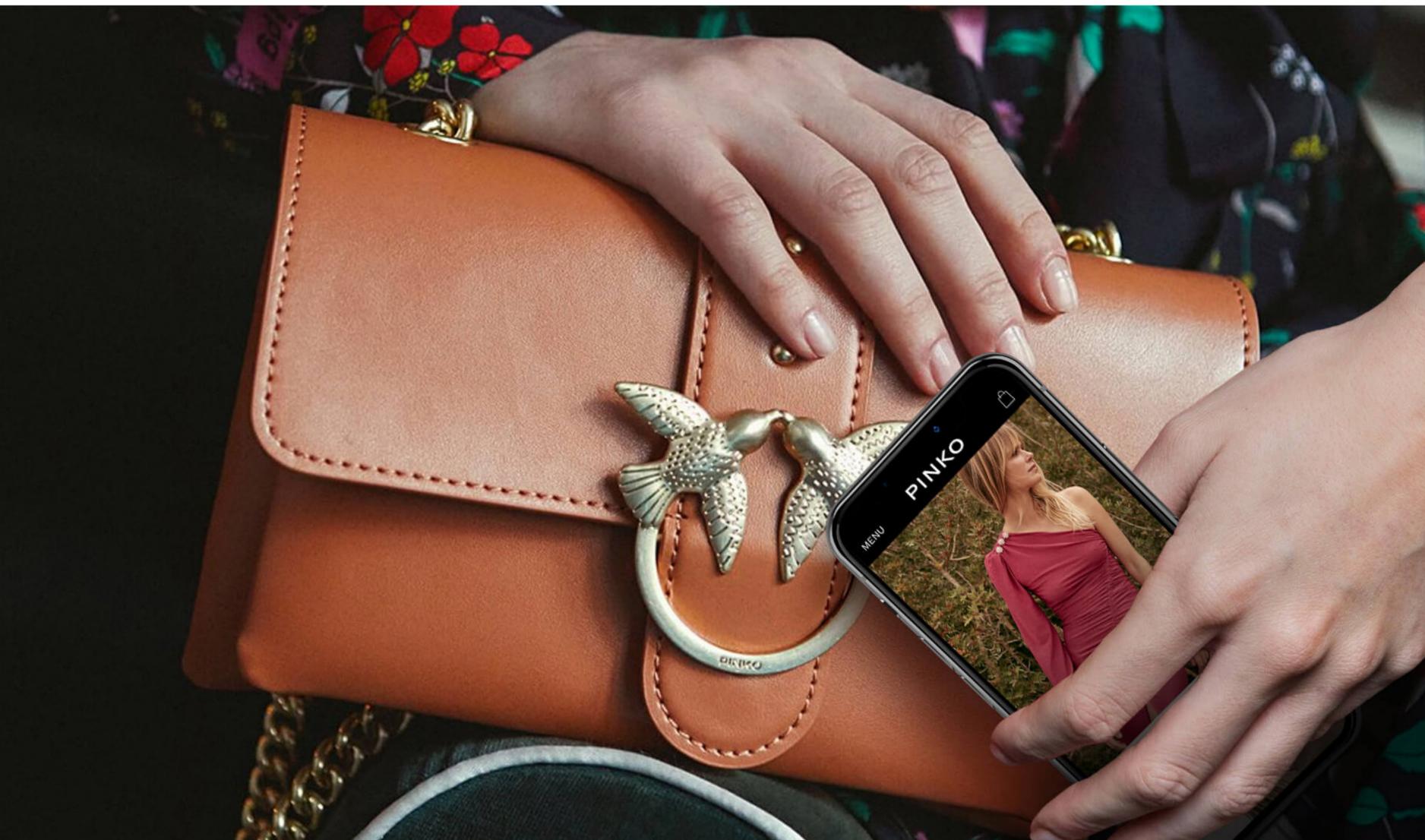
In addition to providing consumers peace of mind that their item is authentic, brands also open a new **communication** and **sales** channel with the second (or third or fourth) owner of a product.

Brands now have the opportunity to tell their story to a **new** owner. They also gain the opportunity to connect with consumers through product registration and offer additional sales directly through the digital experience.

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How Blue Bite Helps Consumers Buying Secondhand Items

Luxury brands like PINKO **embed** NFC tags directly into their items. A consumer that **scans** the tag with their phone launches a digital experience that **confirms** they've tapped an authentic PINKO item, thus avoiding counterfeits.



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How Blue Bite Helps Consumers Selling Items

Brands promoting sustainability and working to keep items out of landfills use Blue Bite experiences to **connect** consumers with simple ways to resell or recycle items — getting consumers involved with their sustainability initiatives.

Because Blue Bite **analytics** can show when a consumer indicates they are looking to resell an item, brands use the direct sales channel capabilities to offer **one-tap** opportunities to buy upgrades or related products.

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