Adrich Collaborates with Molex to Revolutionize Smart Label Manufacturing and Launches New Trial Program

Pittsburgh, PA – November 12, 2024 – Adrich, a leader in smart consumer products, is proud to announce a groundbreaking collaboration with Molex, a global electronics leader and connectivity innovator, to revolutionize the mass production of Adrich's patented smart labels using cutting-edge printed electronics.

Leveraging Molex's 80 years of expertise in advanced manufacturing, flexible electronics, and printed circuit boards, this partnership will enable Adrich to scale production at unprecedented speeds. The collaboration will drive down costs while enhancing the performance of Adrich's IoT-powered labels, accelerating the adoption of connected solutions, delivering real-time consumer insights across industries.

"Our collaboration with Molex allows us to scale like never before, pushing the boundaries of smart label technology and unlocking new possibilities for connected consumer products," said **Adhithi Aji**, CEO & Founder of Adrich.

"Molex has successfully utilized its design and manufacturing expertise in flexible electronics to enhance the manufacturability of Adrich's smart label design," said Todd Skibinski, business development manager for Molex.

Adrich showcased its first-of-a-kind smart product that self-reorders refills at Web Summit Lisbon 2024, where the company was selected to present at the prestigious Growth Summit, and CEO Adhithi Aji took the stage as a keynote speaker.

In addition to this collaboration, Adrich is launching **a new trial program** starting November 5, 2024, offering market research firms and consumer brands the opportunity to experience its cutting-edge platform firsthand. This cost-effective trial will allow participants to explore Adrich's latest smart label solutions, which include flexible, self-adhesive labels designed for liquid and solid products, the Adrich App for real-time data viewing, and the Adrich Communication Platform for interactive, in-the-moment engagement with consumers.

"Our goal is to put the latest and most advanced technology directly into the hands of our customers," said Aji. "This trial program offers brands a unique opportunity to digitally capture consumption data, enabling them to refine product strategies and gain deeper insights into consumer behavior."

Adrich's smart labels have already achieved significant success with global brands across industries such as **beverages and alcohol (Bev-Alc), cleaning products, beauty and wellness, and food and beverage**. The ability to capture unbiased, real-time consumer usage data has enabled these brands to improve product design, optimize supply chains, and enhance consumer engagement. Adrich's technology has proven to be a game-changer for brands looking to stay competitive in today's fast-evolving marketplace.

For more information or to sign up for the trial program, please visit adrich.io.

About Adrich: Adrich is a leader in smart consumer insights and replenishment technology, utilizing its patented Smart Label platform powered by AI and IoT to help brands in industries like beverages, cleaning products, beauty, and food enhance consumer engagement and drive sustainability.