

Brand Protection & Customer Engagement,
as an all-in-one technology.

WHO WE ARE

We are a B2B deep-tech company specialized in brand protection (product authentication) and customer engagement, through our patented QR Code.

We authenticate products, protect brands from counterfeiting, and connect them with their fanbase .



Brand protection



Customer engagement




**Congratulation!
your product is authentic**
The producer guarantees the authenticity of the product

[View details](#)



WHO WE ARE

Problem

Brands struggle to protect their products, and they lose thousands of money on fake products.

Solution

Lab-go empowers brands with a patented all-in-one phygital (offline+ online) technology in one single label.



SOLUTION & STRENGTHS

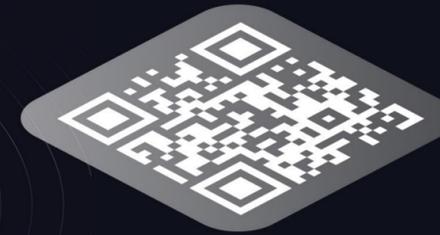
Thermo Code

Introducing our solution: one **phygital ID** to unlock unlimited experiences:

- heat-sealed on fabrics: 10-year life
- sustainable: made of paper
- from pre-sale (NFC) to after-sale (QR)



QR VOID
Removable single-scan protection to able one single scan per item



QR CODE
Product authentication certificate



NCF
Technical info about the product



Digital Product Passport compliance

SOLUTION & STRENGTHS

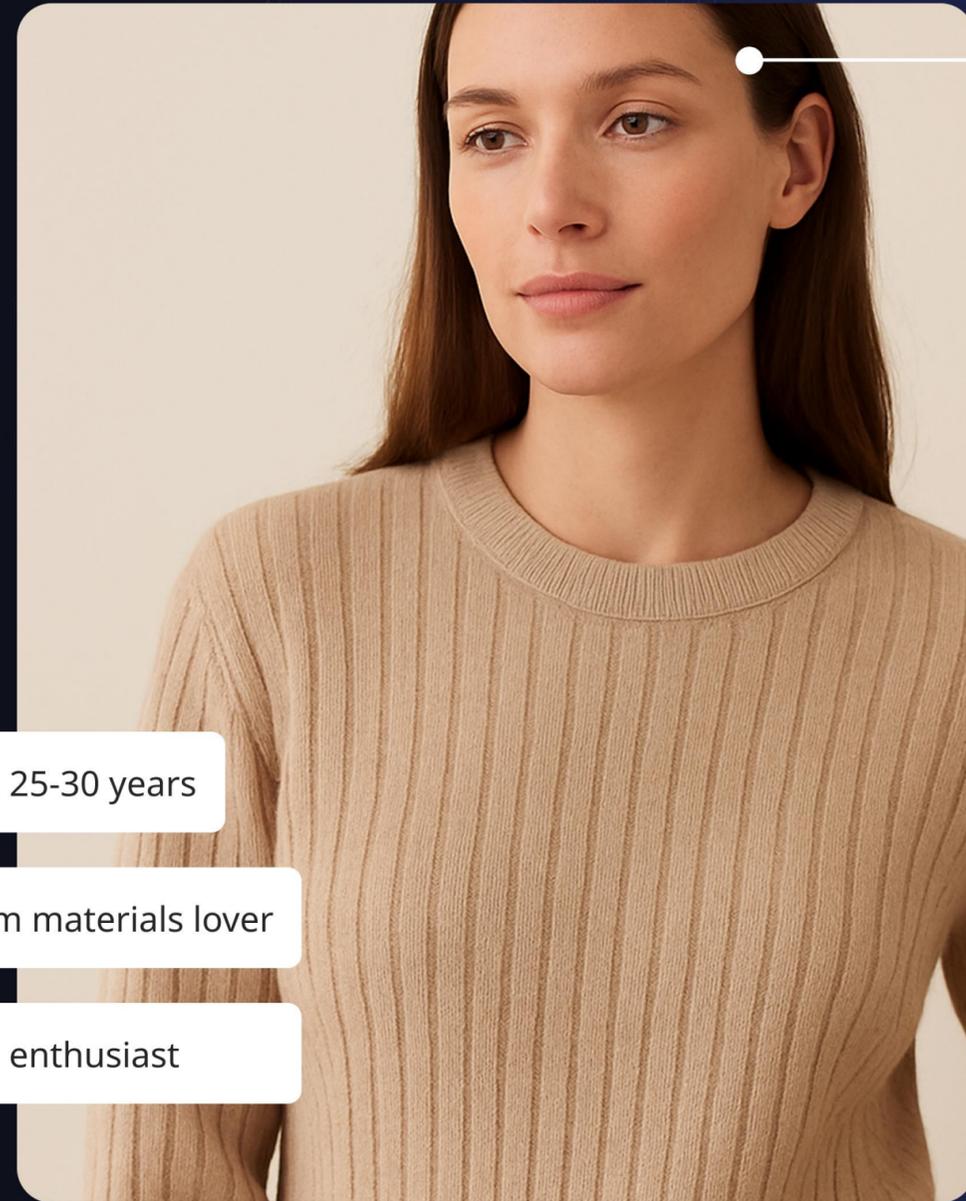
DPP as a mandatory cost in 2027?
Add customer engagement
to collect profiled leads.

- Authentication
- Engagement
- Marketing activities

♀ Female, 25-30 years

♥ Premium materials lover

👉 Fashion enthusiast



Beige Ribbed Wool Sweater

Wrap yourself in refined comfort with our beige ribbed wool sweater, designed for those who appreciate understated luxury.

i Information

Fine Wool & Cashmere Blend
Crafted from a luxurious wool and cashmere mix, this sweater offers exceptional softness against the skin while providing superior warmth without bulkiness.

Refined Ribbed Texture
Featuring an elegant vertical rib knit, the design elongates the silhouette and enhances structure, making it effortlessly chic for both casual and refined outfits.

Timeless & Effortlessly Versatile
Designed for lasting appeal, its clean lines and neutral tone make it a versatile wardrobe staple that transitions seamlessly across seasons and styles.

Website
www.lab-go.com

PROVEN RESULTS & MOMENTUM

Brands aboard per vertical topic

6 Live engagement 

 Metallica	 Iron Maiden	 Linkin park
 Benji & Fede	 TCL Electronics	 Sabaton

12 Licensed sports merch 

 Juventus FC	 AC Milan	 FC Internazionale
 Atalanta BC	 AS Roma	 FC Bologna
 ACF Fiorentina	 Palermo FC	 Hellas verona FC
 Spezia calcio	 Pisa SC	 Cremonese FC

6 Anti-counterfeit products 

 Police	 Santoni Shoes	 Nio cocktail
 New Era	 MC2 Saint Barth	 PUMA

1,000 Licensee companies

PROVEN RESULTS & MOMENTUM

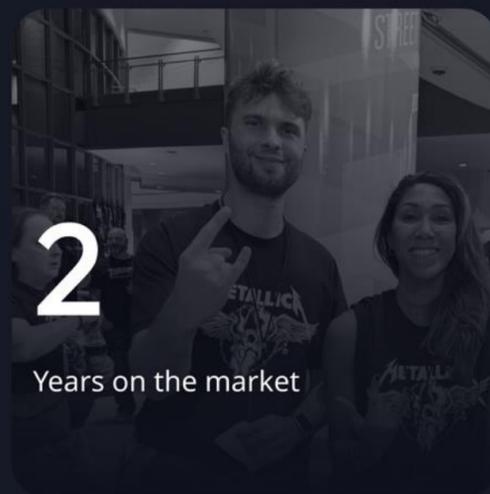
Team 😊



20+
Team member



25+
Years of sectorial experience in our team



2
Years on the market

Foot-print 📍



- 📍 Head Quarter **Milan**
- 📍 Tech R&D **Genoa**
- 📍 Business Dev **London**

Advisors

- 📍 **Italy**
- 📍 **UK**
- 📍 **USA**

Accomplishments 🏆



15 M
of tokens on products



1.575 M
of fans engaged



60+
reached countries

Capabilities 🗄️

- 🛡️ Remote control of every tag in seconds
- 🛡️ Strict GDPR compliance
- 🛡️ Single-point serialization for each touchpoint

Recognized by



Grazie.

Thermo
Code 



[Lab-go.com](https://lab-go.com)



www.linkedin.com/company/lab-go



[@fancards_crew](https://www.instagram.com/fancards_crew)

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GO PHYGITAL