

NEWS RELEASE

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Beyond Cryptocurrency. BLOKios™ celebrates second anniversary of using blockchain to authenticate physical products and connect manufacturers to consumers!

WAUWATOSA, WI – Consumers want authentic, branded products. Manufacturers want to connect to consumers. Today, brands rely on holographic tags, QR codes and/or experts to determine authenticity and connect with end-users. These methods are frequently faked, copied or tricked, which degrades consumer trust. The BLOKios™ authentication system creates a blockchain record that holds relevant data throughout the product lifecycle, including recycling, resale or disposal. When the product tells its own story, truth is verified.™

Blockchain records are permanent and immutable. They only grow as new records are added by authorized individuals. The data is protected from fraudsters, hackers and counterfeiters. By embedding a BLOKspot™ into products, brands can track provenance throughout the supply chain and assure consumers of item authenticity. The simple-to-use technology works with existing scanning applications available on most cellphones.

The two-year milestone is achieved due to the hard work and commitment of the group of dedicated individuals championing emerging technology every day.

“Manufacturers are frustrated when their products are sold through unauthorized outlets. They wonder if they’ve been diverted or counterfeited,” said Kristin Anastas, CEO/Founder of BLOKios™ LLC. “Others cannot connect directly with their end-users making warranty management difficult and building relationships nearly impossible. Others struggle with manufacturing problems such as product serialization, targeted product recalls, sever record retention, or proper end-of-life disposal. Our system resolves these and other supply chain transparency concerns.”

As part of the celebration, BLOKios will be launching an updated website, which will include new features, stories and connection points for customers.

To learn more about how BLOKios™ LLC can put blockchain to work for your business, call Kristin Anastas at 414.690.9620 or visit <https://www.blokios.com/>.

About BLOKios™ LLC: Founded in June 2020 by Kristin Anastas, BLOKios™ is a BaaS (Blockchain-as-a-Service) authentication system that works by creating an NFT (non-fungible token) blockchain record from the point of product manufacture to the consumer. A BLOKspot™ is placed on or embedded into a product which is scanned by consumers to show a Certificate of Authenticity and other configurable details.