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## Device helps winemakers keep it real

West Australian, Perth

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Picture: Iain Gillespie

## Device helps winemakers keep it real

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WA-based anti-counterfeit technology company Cellr is tapping into the \$350 billion global wine market with its device that simplifies authenticating bottles of wine.

Federal Small and Family Business Minister Michaelia Cash, who was speaking at the launch of the technology yesterday, said Cellr was providing a global solution to fighting the counterfeit wine trade, which affects about 20 per cent of the international market.

"It's a problem virtually every winemaker in the world is faced with," Ms Cash said.

The technology is implanted into the caps of wine bottles, and customers can then scan the bottle top using an

app. For wineries using the service, it will verify the authenticity of the product to users, and give them information about the wine.

Co-founder and director of Cellr, Chris Braine, pictured above left, said it had been essential to create a device which couldn't easily be replicated or tampered with, noting QR codes and stickers posed this risk.

Cellr had funding from the Advanced Manufacturing Growth Centre, a Federal Government-backed scheme aimed at helping Australian manufacturers to become globally competitive.

Mr Braine said his company had not received any funding so far from the WA Government.

"It would be better if there was more financial support on a State Govern-

ment level for start-ups and innovation," he said.

On a per bottle basis, the additional cost to implement Cellr's technology hasn't been calculated. Mr Braine said it was likely to be between 5¢ and 10¢.

It was vital for WA, along with the rest of the country, to diversify its funding outside the mining and resources sector, AMGC's managing director Jens Goennemann, pictured above right, said.

"Australia at large, if you look at the economic complexity index, is not at the forefront of adding value and complexity to the economy. We are very commodity focused," Dr Goennemann said.

Cellr's technology can also be used in other goods which are at risk of counterfeiting, Mr Braine said.