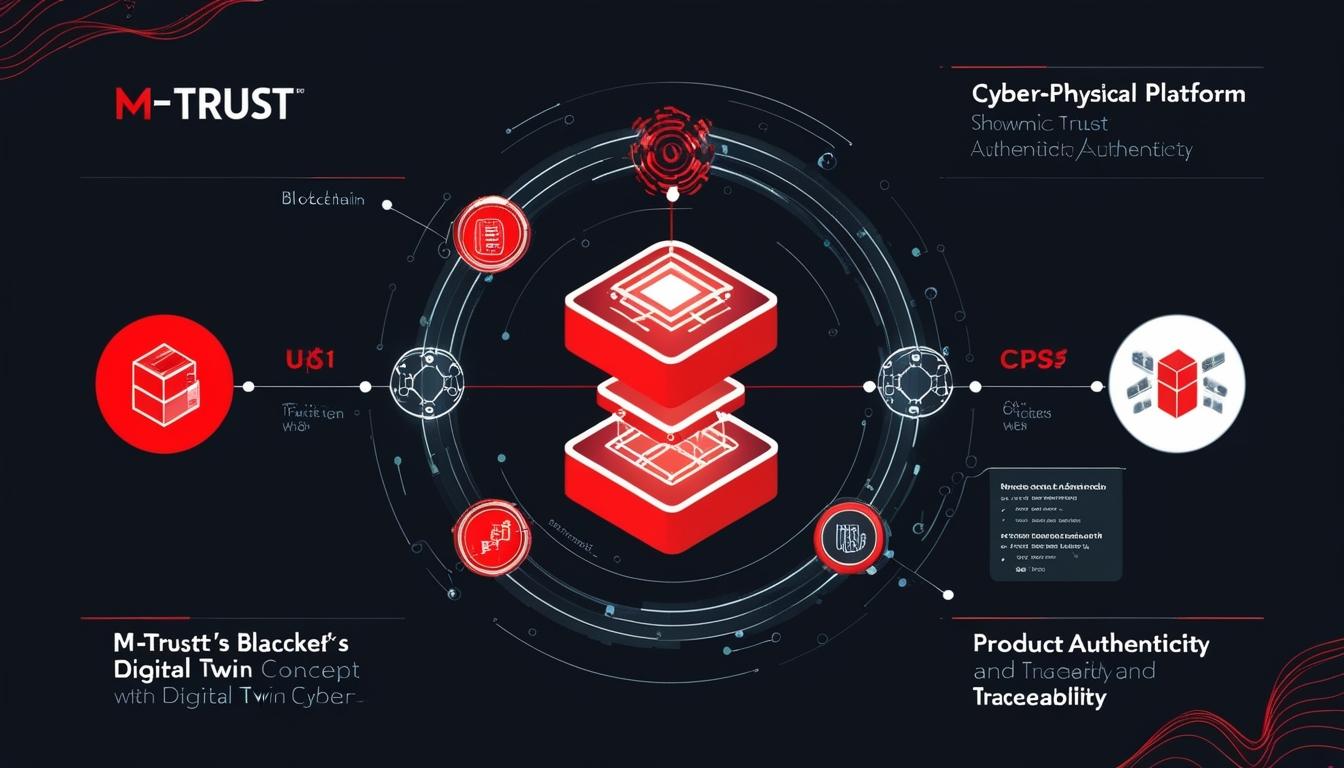
# Merck unveils M-Trust platform to enhance product safety and traceability



At CES 2025, pharmaceutical giant Merck has unveiled the beta version of its innovative platform, M-Trust, aimed at addressing critical issues surrounding product safety, traceability, and counterfeiting. This pioneering cyber-physical trust platform represents a significant leap in the integration of technology to enhance product quality and authenticity assurances.

The M-Trust platform operates by creating digital twins that establish a seamless connection between the physical and digital realms. This capability is positioned to meet the increasing demands for stringent product quality control and regulatory compliance while addressing the challenges companies face in fully digitising assurance processes. According to Laura Matz, Chief Science & Technology Officer of Merck, “As expectations for product quality control rise, companies must ensure safety and transparency in their industrial value chains while complying with ever-tightening regulations. Until now, they may have struggled to fully digitalise assurance processes because machines did not meet human standards."

Matz further elaborated on the platform's purpose, stating, “M-Trust is a first-to-market cyber-physical trust platform that enhances product traceability and authenticity by digitally empowering human capabilities in quality control processes.” This transformative solution employs advanced Web 3.0 technology, enabling companies to create digital twins that significantly enhance both product security and quality control mechanisms.

One of the standout features of M-Trust is its ability to enable customers to link physical products to their digital identities through the use of crypto anchor technologies. This feature greatly improves traceability across the supply chain, providing businesses with a robust method to monitor and verify products at every stage. Additionally, the platform allows for the development of digital ecosystems where human quality control measures translate into effective machine-to-machine interactions.

M-Trust integrates product authenticity into existing systems and has the potential to support smart contracts that automate agreements and verify critical data. This multi-patented technology includes software that can be easily incorporated into current workflows, along with adaptable crypto anchors and corresponding hardware readers.

Designed with flexibility in mind, M-Trust is expected to evolve alongside technological advancements and changing regulatory landscapes, including compliance with upcoming regulations like the EU Digital Product Passport. Matz concluded, “Designed for businesses that want to remain competitive in today’s connected world, this innovative technology is also poised to enable the novel business models of tomorrow.”

Merck's introduction of M-Trust highlights significant trends in AI automation and digital technology, demonstrating the fundamental shifts that businesses are embracing to ensure safety, efficiency, and competitiveness in an increasingly complex market landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

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