

FOOD & DRINKS



Say goodbye to cup chaos with a smart RFID solution



Quick,
efficient
scanning



Full
traceability



Automatic
deposit
refund



Time and
cost
savings



Accurate
data
available

STAR[©] Sustainable Tracking of Assets for Reuse

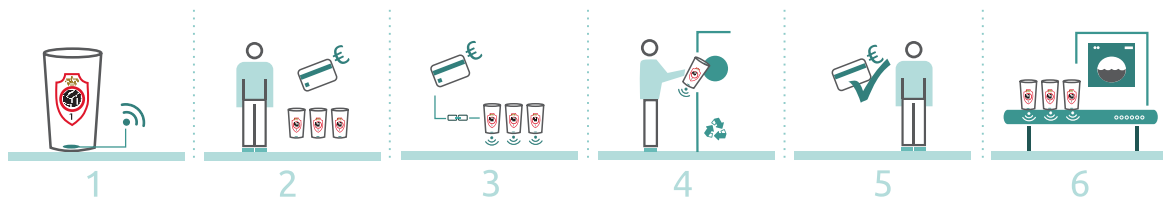
STAR[®] combines efficiency, durability and user-friendliness

Reusable cups with RFID technology offer an excellent user experience at events, combining efficiency and convenience. Paying for drinks and returning cups is facilitated through an automatic scan, eliminating long queues. The deposit for the cups is returned to the payer ultra-fast, error-free and fairly. No hassle, no stress, just seamless transactions and happy vibes.



STAR ensures a smooth and enjoyable experience for visitors, while simultaneously making the event more efficiently organised and sustainable. Cheers to that!

How does it work?



1. Every reusable cup has an RFID tag, which is already integrated by supplier deSter during production.
2. The customer purchases (a) drink(s) with his bank card and pays a deposit for the corresponding cups.
3. After payment, the Point-Of-Sale RFID reader links the dispensed cups to the customer's payment card.
4. After consumption, the cup collection points, equipped with RFID technology, automatically register all deposited cups. Large stacks of cups can be read simultaneously.
5. Aucxis RFID software captures the data. Via a web service, all information is sent to the payment software which ensures that the deposit is refunded correctly to the customer.
6. After the event, all returned cups are transported to the washing station. During the washing process, a final check is performed by means of an RFID reader.



Cups can be quickly fed into the return points, individually or in multiple pieces at once.

The unique characteristics and advantages of STAR[©]

Why STAR?

In 2021, the European SUP directives were introduced to reduce plastic waste in the environment. In this context, Belgian event organisers, among which the football clubs, are obliged since June 15, 2023 to use reusable cups and they need to demonstrate that at least 90% of the material is collected for reuse.



In collaboration with Royal Football Club Antwerp, Aucxis developed the STAR concept, which led to a practical and user-friendly system that meets the new sustainability requirements.

The versatile STAR framework is designed to go beyond the boundaries of football and is generating enthusiastic interest from, among others, sports federations, concert and festival organisers. **STAR has the potential to become a standard for sustainability in the event sector in Europe and potentially, worldwide!**

Speed and efficiency

The collection points can scan large quantities of cups automatically and flawlessly. This significantly eliminates waiting times, resulting in a more enjoyable experience for both fans and staff.

Time and cost savings

There is no longer a need for manual counting and registration, which does not only save valuable time for the bar staff but also reduces the costs associated with manual data input.

Full traceability

We can map the complete life cycle of each reusable cup, which provides valuable insights into the frequency of use and the number of wash cycles.

Accurate data available

The precise collection of data provides an insight into consumer behaviour, user patterns, cup performance, etc. This information can be used to take further steps in the area of sustainability.

98 % of the reusable cups in the RAFC stadium are returned thanks to the user-friendly STAR system !



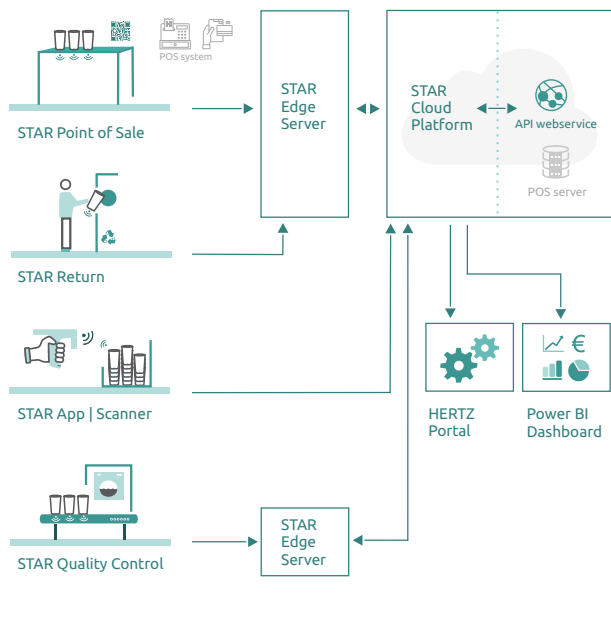
Sven Deneubourg
Corporate IT Manager
Ghelamco (RAFC)



RAFC joined forces with Aucxis, deSter and Weezevent. Together with these creative partners, an innovative solution was created for reusable cups that contributes to the RAFC sustainability ideas, cost efficiency, fairness and fan experience.

Smart technology for a sustainable future!

The technical concept



The RFID tags integrated in the cups are read at the Point of Sale.



The returned cups are neatly stacked within the collection tubes specifically designed for the STAR concept.

STAR illustrates how creative technical solutions can solve practical challenges while ensuring sustainability and efficiency.

AUCXIS
RFID SOLUTIONS

Aucxis bv

Zavelstraat 40
9190 Stekene
Belgium
+32 (0)3 790 17 17
info@aucxis.com
VAT BE 0429 285 178



Why choose Aucxis?

- Experienced RFID integrator
- Extensive know-how
- One supplier, all products, all services
- In-house experts in hardware, software development and installation
- Numerous realisations in various sectors
- ISO9001-certified company
- Support service 24/7