

## News Release

Your Contact

**Media Relations**

[gangolf.schrimpf@emdgroup.com](mailto:gangolf.schrimpf@emdgroup.com)

Phone: +49 151 1454-9591

**For CES media interview requests**

[andrea.valencia@emdgroup.com](mailto:andrea.valencia@emdgroup.com)

Phone: +1 (314) 250 1389

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## **Merck KGaA, Darmstadt, Germany, launches first-to-market, cyber-physical trust platform to tackle issues of product safety and counterfeiting**

- **M-Trust™ is a secure cyber-physical trust platform that enables the creation of digital twins for enhanced product quality and authenticity assurances**
- **This cutting-edge new technology is being unveiled at CES 2025, the proving ground for breakthrough technologies - live product demos will be available at booth 9005, Las Vegas Convention Center**
- **M-Trust™ platform is being launched in beta for immediate use by B2B users globally**

Darmstadt, Germany, January 6, 2025 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today launched a beta version of M-Trust™, a secure cyber-physical trust platform, created to help solve the growing issues of product safety, traceability and counterfeiting.

Laura Matz, Chief Science & Technology Officer of Merck KGaA, Darmstadt, Germany, stated: "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 digitalize assurance processes because machines did not meet human standards. 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



## News Release

processes. 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."

The M-Trust™ platform enables organizations to improve product quality and authenticity by immutably linking the physical and digital worlds. Powered by advanced Web 3.0 technology, the new offering supports the creation of digital twins for enhanced product security and the digitization of quality control processes.

The platform allows customers to:

- Use crypto anchor technologies to link physical products to their digital identities, enhancing traceability and quality assurances throughout the supply chain.
- Work within a framework that enables them to build digital systems that translate human capabilities in quality control into more efficient and less error-prone machine-to-machine interactions - the platform can be leveraged to help machines identify objects with certainty and make verifiable claims about them.
- Integrate product authenticity into their systems, including the potential for smart contracts that verify data and automate agreements within a value chain.

The M-Trust™ portfolio of software and hardware is first-to-market and built on multi-patented technology. The Platform as a Service (PaaS) offering includes software that can be easily integrated into existing workflows and processes, crypto anchors that are adaptable to different security needs, and corresponding reader hardware.

Built in-house at Merck KGaA, Darmstadt, Germany, this technology is backed by the company's legacy and expertise in product quality and security and is designed to adapt to evolving technologies and regulatory requirements, such as the EU Digital Product Passport.

The M-Trust™ platform is being launched in beta to offer verified users an early invite to be part of the new product's journey. Updates on the general availability

## News Release

will be provided in due course. More information on the new platform and developer-focused software development kits can be found at: [www.MTrust.io](http://www.MTrust.io)

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### **CES 2025 - January 7-10, 2025**

The M-Trust™ platform will be showcased at CES 2025 at the EMD Electronics booth (#9005) in North Hall 5 of the Las Vegas Convention Center (LVCC). On January 7, there will be a presentation by James Kugler, CEO of EMD Digital, Chief Digital Officer of Merck KGaA, Darmstadt, Germany, followed by a discussion with Laura Matz from 3:30 to 4:00 PM PST.

Laura Matz will also participate in a panel discussion titled From Risk to Resilience: Supply Chain Playbook for Innovators on January 8, from 1:00 to 2:00 PM PST, at North Level 2, room N258 in the LVCC.

### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across life science, healthcare and electronics. Around 63,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From providing products and services that accelerate drug development and manufacturing as well as discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2023, Merck KGaA, Darmstadt, Germany, generated sales of € 21 billion in 65 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany, operate as MilliporeSigma in life science, EMD Serono in healthcare and EMD Electronics in electronics. Since its founding in 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.

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