

Press Release

El Guajiro entrusts the traceability of its tobacco production to Telefónica Tech

- The technology company will install labelling and laser marking machines, together with Osapiens software, at Tabacos El Guajiro's plant in Tenerife to control and track the product throughout the packaging phase.
- This technological development will enable the tobacco company to boost its operational efficiency, guarantee the authenticity and quality of its products, and anticipate compliance with European tobacco regulations.

Madrid, 29 September 2025.- Tabacos El Guajiro, a Canary Islands-based company founded in 1935, has entrusted Telefónica Tech, Telefónica's digital business unit, with the development of a technological project for the traceability of the production chain to boost its operational efficiency and comply with European regulations on tobacco products.

Telefónica Tech, through its company Geprom, has deployed a comprehensive traceability solution at Tabacos El Guajiro's plant in Santa Cruz de Tenerife (Canary Islands), which includes the installation of labellers, laser markers and Osapiens software so that the Canary Islands-based company can control and track each product unit.

The Osapiens software is hosted in the cloud and relies on technologies such as IoT and artificial intelligence to collect real-time data from the labelling machines and laser markers used to individually mark the tobacco during the packaging phase, enabling complete traceability of the process and serial numbers for each packet. Through these technologies, Telefónica Tech brings transparency to Tabacos El Guajiro's supply chain, enabling the Canary Islands-based company to also guarantee the authenticity of the product and compliance with its tobacco quality standards.

This technological project complies with the European Tobacco Products Directive, which requires packaging units to be marked with a unique and secure identifier and their movements to be recorded to facilitate traceability and security in the European Union, from the manufacturer to the last economic operator prior to the first retail establishment.

Christian A.W. Linden, managing director of Tabacos El Guajiro, says: "This project is a commitment to innovation that will allow us to evolve our business and thus guarantee the authenticity and quality of our tobacco. With Telefónica Tech's traceability solution, we comply with European regulations on tobacco products and achieve comprehensive control and monitoring."

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Dario Cesena, CEO of Geprom part of Telefónica Tech, states: “The traceability technology solution deployed at Tabacos El Guajiro allows the company to guarantee both the transparency of the production process and the authenticity of the product. These are key aspects for ensuring product quality, boosting operational efficiency and customer loyalty, as well as strengthening its position in international markets.”

About Tabaco El Guajiro

Founded in 1935 in Santa Cruz by Don Braulio Pérez Méndez and run by his grandson, Tabacos El Guajiro offers a wide range of tobacco products to suit all tastes, paying attention to every detail in each of the manufacturing and packaging processes to achieve the highest level of quality, with the same care that has been passed down through generations.

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data, AI and Blockchain. For more information, please visit: <https://telefonicatech.com/en>

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