

Smart Barcode Technology



The integration of “smart” technology into packaging formats has been seen as the panacea for marketers for some time now. Whilst bridging the gap between a purchased item and the connectivity and wealth of information for the consumer provided by ‘the cloud’, the brand also benefits from a highly cost effective opportunity to harvest consumer data.

We live in a world where a large proportion of consumers carry powerful handheld computers that (almost) never power-down; for many these devices may as well be grafted onto their hands. It’s advantageous therefore, when trying to augment an item (via packaging or otherwise)

to utilise these devices to do as much of the work as possible.

Utilisation of Smarter Barcodes technology is one route. This technology has the ability to augment any product, requiring no technology additions, zero artwork changes, cost effective implementation whilst providing real-time response to market changes; the phone and internet does all of the work.

Smarter Barcodes take advantage of the standard retail barcodes already present on most packaging items to identify the item, and through the app, connects the customer via a secure two-way communication portal where

the customer can access content the company wishes to provide; help and instructional videos, feedback forms, 'purchase again' buttons, promotional coupons, reminders for taking medicine and more!

Within the secure communication channel, metadata is gathered; who scanned what, when, the content accessed, location of the scan, user demographic and all the other 'big data' which can be aggregated down by brands to create solid product improvement and enhanced marketing strategies.

But how does it compare to existing smart packaging solutions out there right now? The table below provides an evaluation of the Smarter Barcode technology vs. other smart technologies.

.....

.....

Technology	Any Mobile Device	Deliver & Redeem Digitals Coupon	No Production Costs	Delivers Consumer Insight Data	No Artwork Charges	Cost Effective	Secure	2 Way Consumer Interactive	Real Time Changes	Multiple Functions	Multi Lingual	Support Provenance
SMARTER BARCODES	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
QR	✓					✓					✓	
NFC				✓	✓		✓	✓			✓	✓
THIN FLM/ PRINTED ELECTRONICS				✓	✓		✓	✓			✓	✓
AR	✓		✓		✓						✓	
WATERMARKS	✓						✓					✓

Why Smarter Barcodes are different



“Solving your product and supply chain challenges through effective design and pragmatically engineered packaging solutions.”

We are able to achieve this through a great team, with high levels of technical expertise and broad industrial experience. This wider experience allowing us to look at issues innovatively and from more diverse perspectives.

Our belief is that by innovating around your brief we are able to deliver excellence in thinking; our contributions to a number of patents bear testimony to that ability. As Packaging and Supply Chain experts we understand the diverse needs, and as a consequence see opportunity when others may not; driving efficiency, reducing costs and creating business benefit for you.

Our client base demonstrates that the combination of in-house expertise, our wider industry knowledge and the service we deliver is valued and that our clients can rely upon us to look after their reputations through great solutions that we can all take pride in.