Value Throughout the Package Journey

Design
- Incorporate barcode data into artwork
- Integrate codes and link to content

Manufacturing
- Improve in-line inspection

Distribution Center
- More reliable labels
- Print on corrugated packaging
- Scan readily from a distance
- Verify logistics and returns

Brand Protection
- Product authentication
- Identify counterfeits
- Product diversion

In-Aisle
- Price checks
- Manage planogram & availability (OSA)
- Data Analytics

Check Out
- Easily scan products & labels
- Improve first-pass read rate
- Reduce misreads and manual keying
- Improve customer experience

Home-Use
- Instructions for use
- Brand and social content
- Point and scan to buy now & reorder

Recycling
- Identify materials and substrates
- Improve sorting mechanisms