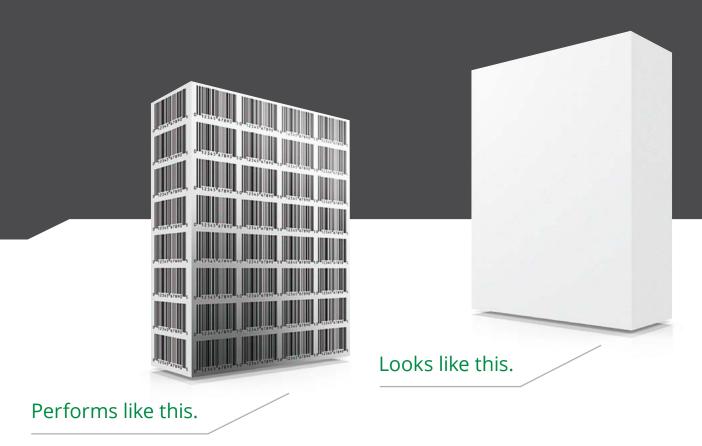


# Smart Packaging Digimarc Barcode with Wipak



# Invisible Barcoding with WIWAK & DIGIMARC | @



### Scan and Scale Your Business

#### Digimarc represents the next generation of barcodes.

The Digimarc Platform enables devices, like consumer smartphones, associate mobile devices and POS-Scanners to automatically identify virtually any media.

#### Digimarc Barcode

- Imperceptible enhancement of packaging, printed materials and images
- Extensible data capacity for wide-ranging commercial purposes
- ▶ Activates images to launch interactive experiences and access web content

## What we do

Wipak teamed up with Digimarc and is one of the first certified partners to implement Digimarc Barcode as a pioneer in Europe.

Being your Service Partner for the implementation of Digimarc Barcode, we give advice and support you during the whole manufacturing process.

Starting with the design right through technical realization, until your product successfully hits shelf.

#### **Smart Packaging**

More efficient checkout improves the customer experience and reduces cashier repetitive-motion injuries. Digimarc Barcode for packaging ensures cashiers to a reliable and efficient scan without having to search for a traditional barcode.

Digimarc Barcode can be implemented into any packaging – no matter which printing technology or material.

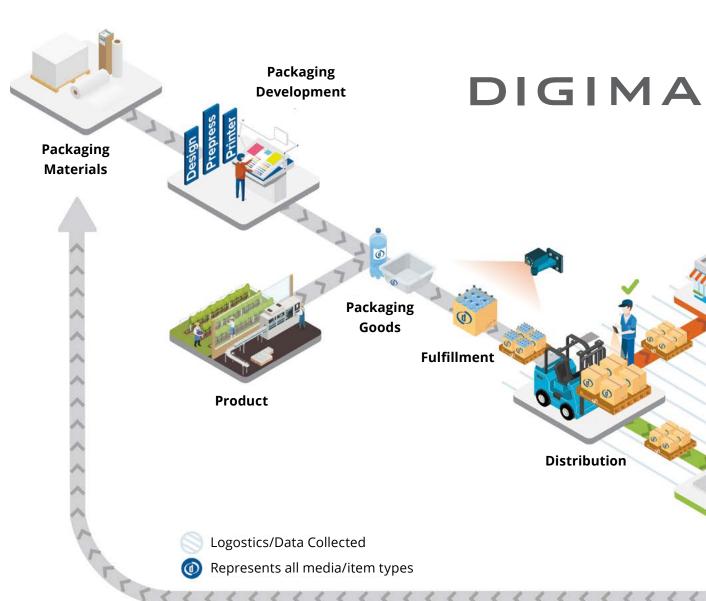


#### HolyGrail 2.0



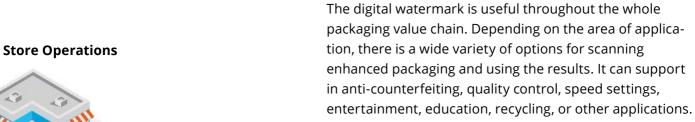
Packaging embedded with Digimarc Digital Watermarks have a distinct advantage in terms of recyclability. They can be easily identified and sorted into their respective sorting streams according to type.

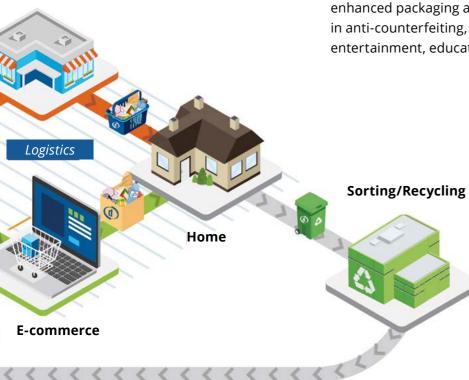












# Advantages for Your Brand

#### **ACTIONS**

Confirm component parts matching

Locate products anywhere with traceability

Engage directly with consumers and store associates

Communicate ownership of brand image assets

Swiftly and accurately sort recyclable materials

#### **BENEFITS**

Reduce production errors, costs and recalls

Deliver better on-shelf availability

Increase consumer brand loyalty

Prevent gray market sales and increase trust

Minimize pollution and maximize social responsibility

Download the Digimarc Discover App to unlock the hidden features in this brochure.









Interested?
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www.wipak.com/de/innovative-services/digimarc-at-wipak





