

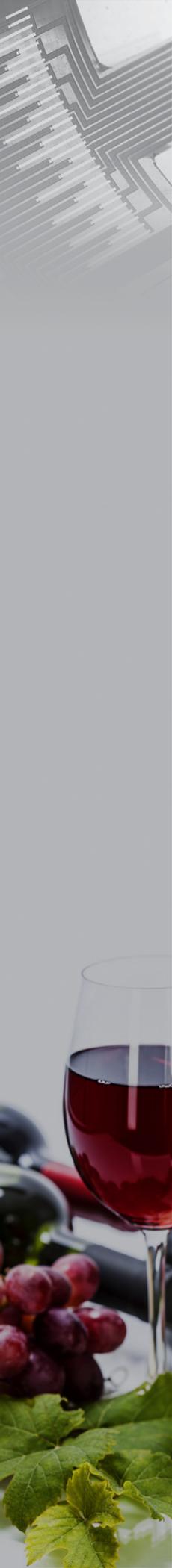


NFC Authority forges new digital relationship between consumer and brand

A Smart Packaging Use Case

intelliPACK LEADERSHIP COUNCIL





It's summer time – backyard barbecues, lazy evenings on the deck, time with friends and family at the cottage.

It calls for a drink. Maybe a nice glass of wine. But how do you choose? People tend to stick with what they know, be it wine, beer or other spirits.

So how does a label stand out and get noticed, especially if it's a local craft label competing with big national brands? It's a tough global market, with over 100,000 new wines, beers and spirits introduced every year.

Using near field communication technology, NFC Authority, a member of the Canadian Printable Electronics Industry Association (CPEIA), is forging a new digital relationship between customer and product with its powerful patent-pending printed product tags.

A digital conversation at the point of sale

Wine, beer and spirits brands can now deliver a product story, right there in the store aisle at the point of sale, by responding to the instant gratification needs of today's consumer. NFC Authority's tags allow products on the shelf to digitally speak with consumers, by taking advantage of consumers' growing reliance on their smartphones as a shopping tool.

According to a 2015 report from Deloitte Consulting, 84% of retail store visitors use their smartphones before or during the visit to the store. Consumers who use their phones at the store for product information convert from shoppers to buyers at a 40% higher rate. About 22% of these shoppers spend more on their purchases than initially planned. In addition, 75% of those who receive recommendations through social media or experts said that this influenced their purchase decision and then later their brand loyalty.

NFC Authority expects this new frontier of digital inbound and outbound relationships with consumers will ultimately lower the cost of customer acquisition and help drive sales.

Cutting the costs of customer acquisition, retention

"Brands won't need expensive advertising to tell their story when an inexpensive NFC Authority product tag speaks for them, while also providing anti-counterfeiting assurance and the analytics to measure success," said George Kleopa, CEO of NFC Authority.

NFC Authority's solution combines a wireless tag with a patent-pending printed antenna design and software application. Consumers are not required to install an app on their smartphones. All they need is an NFC-enabled device. They just tap the bottle to confirm its authenticity. That same tap reveals more information on the product and offers digital engagement opportunities like video, loyalty, ratings, reviews, etc.

Everything you want to know is **JUST A TAP AWAY**

NFC ENABLED
SMART BOTTLE



With each tap, the brand owner can collect and analyze data such as user demographics, location, likes, social shares, number of taps, etc. This data is collected on both individual products and across the entire product line and displayed via a dashboard.

“NFC Authority has created a fantastic technology for brand owners and retailers to provide more value to the consumer by enabling them to make the best purchasing decisions,” said Peter Kallai, President and CEO of the CPEIA.

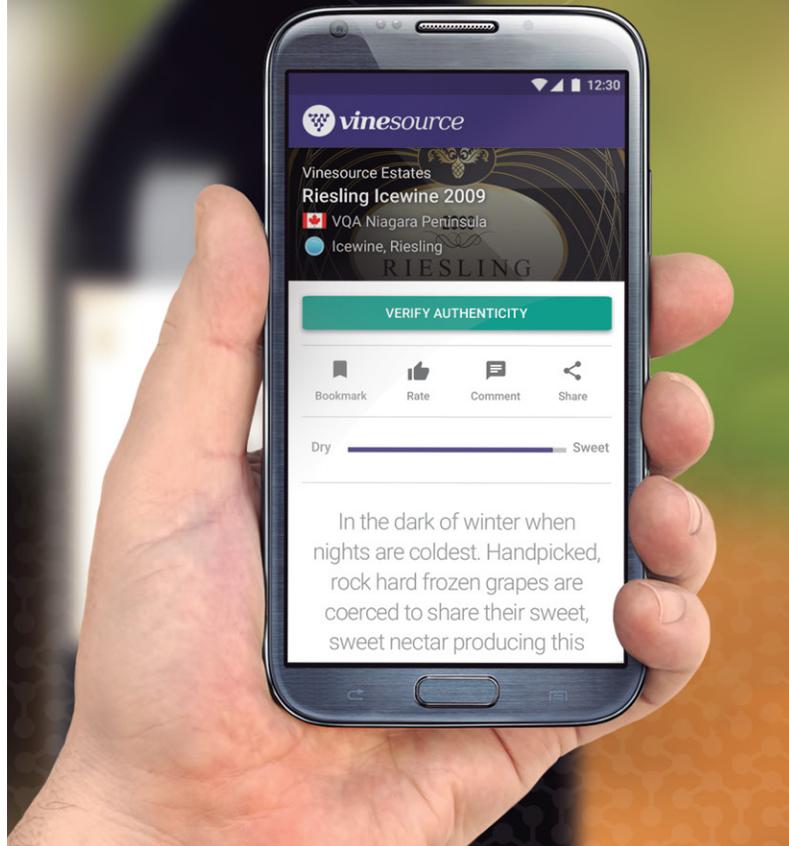
Ready to roll on any bottling line

NFC Authority has developed this solution to be as non-intrusive as possible on the bottling line. Its printed electronic tags come on industry standard rolls for adhesive lines that are already equipped to place tags. The tags are already pre-encoded with the hardware to scan and register them. A cloud-based platform provides product templates that feature easy “fill-in-the-blanks” setup.

“This is the kind of market-ready solution that demonstrates how simple and cost-effective it is to add intelligence to any form of packaging through additive manufacturing,” said James Downham, President and CEO of PAC, Packaging Consortium.

NFC Authority is engaging in the summer of 2016 in a 10,000-tag pilot with a distillery that sells select spirits in Ontario’s LCBO as well as a 100,000-tag pilot with a winery to combat counterfeiting in Asia.

“We target companies that want to win new consumers, are tech literate and want to build a better digital relationship with their customers,” Kleopa said. “The technology is adaptable to any company needing to strengthen its relationship with its consumer by telling its story, protecting its brand, and seeking the analytics that will measure success and lead to a stronger long-term customer relationship.”



About

intelliPACK LEADERSHIP COUNCIL

IntelliPACK Leadership Council

The IntelliPACK Leadership Council is a joint program between the Canadian Printable Electronics Industry Association (CPEIA) and PAC, Packaging Consortium to speed the adoption of intelligent packaging solutions, based on the needs and capabilities of these two industry associations' members. Under the guidance of its Executive Committee, the Leadership Council serves as a focal point for activities and events in the industry and develops a product and tech roadmap that helps industry understand how to best adopt intelligent packaging. Based on the roadmap, the Council will also foster and showcase technology development and applications projects between R&D providers, brand owners, packaging companies, agencies and end-users to speed market adoption. Members also enjoy business development and networking opportunities.

Learn more at: cpeia-acei.ca

Learn more at: pac.ca



CPEIA

Established in 2014, the Canadian Printable Electronics Industry Association (CPEIA) brings together key Canadian and international players in industry, academia and government to build a strong Canadian PE sector. The Association is the united voice for the sector and implements critical development strategies to facilitate growth through networking, stimulate R&D and investment, build a strong PE supply chain and drive the broad adoption of PE by end customers.

Learn more at: cpeia-acei.ca



PAC

PAC, Packaging Consortium is a not-for-profit corporation, founded in 1950. PAC is North American centric with global access. We advocate for all materials and for package neutrality through an all-inclusive, transparent and collaborative process. Our 2,200 members come from all sectors of the packaging value chain, from start of life to next life. Our networking process includes PAC webinars, seminars, conferences, competitions, facility tours, education programs, trade shows, technical work groups and social activities. From PAC NEXT, our initiative to eliminate packaging waste, to PAC FOOD WASTE and now with this interest in Blue Events Inc., our industry is on a deliberate path to sustainability.

Learn more at: pac.ca