

WIN WITH  
VIDEOJET  
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Create and manage unique  
codes for promotional and  
loyalty programs

Software and coding solutions

# Coding for promotional and loyalty programs

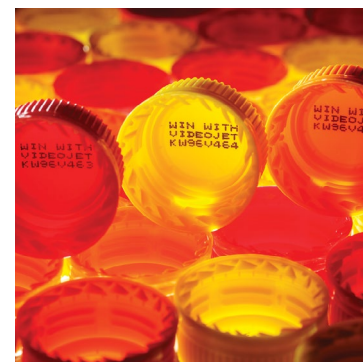


# Activate your promotions and customer engagement

By linking valuable demographic data to specific purchases, you can push your target marketing efforts to a whole new level.



Promotional coding solutions allow manufacturers to directly connect with consumers with the application of intelligent variable codes on their products. With embedded product identifiers, SKU or channel information, the assigned code becomes a unique digital proof-of-purchase. Videojet printers can also accept externally-generated codes in various methods and supply production-specific reporting data if needed. The fingerprint information on each product allows for a connection with end user consumers and provides the ability to be even more targeted in your marketing endeavors.



## A digital solution that frees you from pre-printed promotional pieces and links valuable marketing data to specific purchases

With savings in time, materials and manpower, a digital solution can save users over traditional more-costly promotions. Messages are clear and legible, too, and can be printed on virtually any surface. And it's all backed by the industry's largest team of technical specialists to help keep you on time and on budget.

### Cost savings of a digital solution

- No need for pre-printed materials
- No incremental security and related manpower costs
- No production slowdowns due to specialized application equipment



## Fast roll-outs. Short lead times. Simple flexibility.

- Customized solution that is quickly brought online for your application
- No need to wait for pre-printed materials
- Allows users a quicker response to competitive activity

## Turnkey solutions for on-pack promotions

### A full-service solution for easy integration and turnkey program management

With a Videojet promotional print solution, customers receive on-site support from our trained personnel. These experts help ensure that the selected coding system runs smoothly. From printer set-up to system wiring and configuration, to user-interface customization and packaging line integration, our experts are at the ready to make sure it all works together efficiently. And reliable Videojet equipment provides flexibility from inkjet, laser and thermal coding technologies that allow you to print on virtually any surface.

### Easy setup and operation

- Optimized line throughput
- Place codes under caps, inside cartons, on bags, bottles and more
- Simple integration and support from Videojet experts

### Quick and seamless start-up

From the day you finalize the details of your promotion to the day it's printed on-pack is now a matter of weeks, not months. That's how fast and flexible Videojet promotional coding solutions can be. The key is that everything is built right into the system and suited for your specific application needs. While deployment of the system requires careful planning and detailed execution to help ensure minimal disruption to your operations, we are ready to help. With Videojet, you get the power of market-leading expertise supporting you along the way which means fewer delays and fewer production integration problems. Everything's at your fingertips and ready to go.

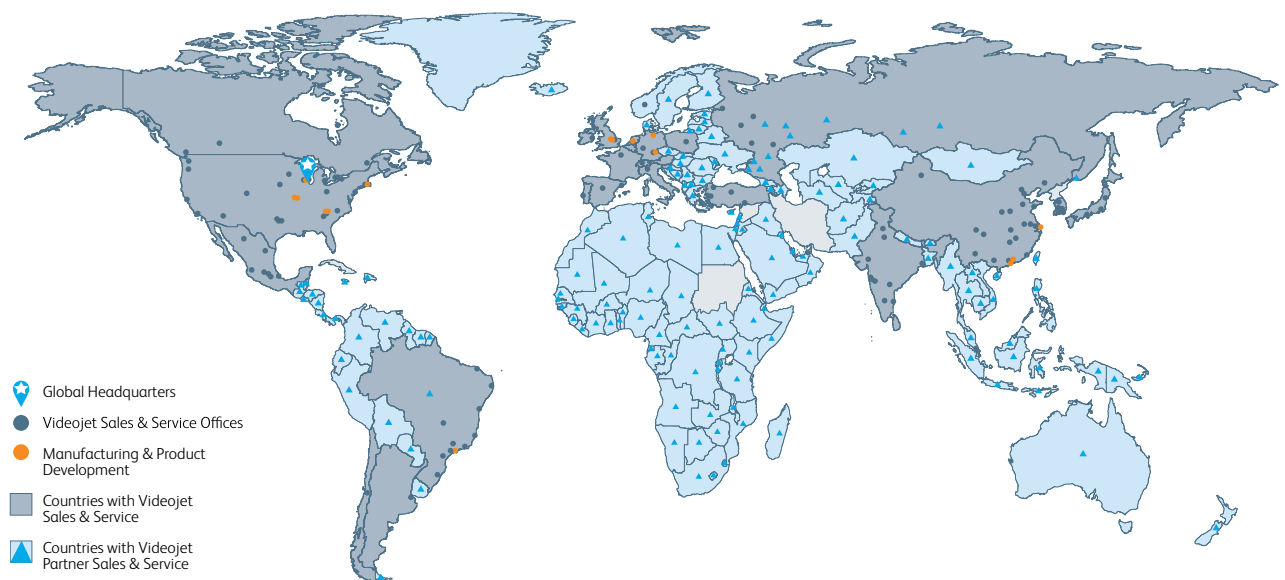


# Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services.

Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Inkjet (CIJ), Thermal Inkjet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 345,000 printers installed worldwide.

Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service and training support is provided by direct operations with over 4,000 team members in 26 countries worldwide. In addition, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.



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