

Jones™

Touchcode™

Packaging goes digital

Bring your packaging to life with T+ink's Touchcode™ – unique and transformative “thinking inks” that enable everyday products and packaging to:

- Conduct power
- Communicate
- Interact

Stay connected to your customers online, protect your brand and get real-time market analytics by turning your static packaging into a dynamic content delivery system!



SunChemical®

Whether you're looking to authenticate product in the market, create opportunities for enhanced consumer engagement, stay on top of marketing analytics in real time or go beyond the content limitations of traditional packaging, T+ink's Touchcode™ solution offers endless smart packaging possibilities.

T+ink's Touchcode™ is an invisible electronic code printed on paper, paperboard, film or labels using unique and transformative conductive ink system technology with a number of important benefits:

- Easily adapted to current printing processes
- Sustainable ingredients do not impact the recycling stream
- Security features prevent wireless signal interception and make it virtually impossible to duplicate
- Provides a gateway to the internet, allowing you to do anything imaginable online from a package – by simply placing it on the display of your smartphone, tablet or multi-touch device



Brand protection

Reassure customers that your product is real and safe by giving them access to digital brand authentication capabilities

Enhanced loyalty

Continue the customer experience post-sale while benefitting from location data that can help you understand trends and offer customized regional promotions through your packaging

Content beyond the package

As packaging sizes shrink and regulatory requirements for mandatory content grow, T+ink's Touchcode™ offers the opportunity to increase the size of your packaging virtually

Real-time supply chain data

With "track and trace" on the horizon for more than just pharmaceutical products, T+ink's Touchcode™ smart packaging provides SKU-level analytics that allow you to react instantly to changing conditions



To experience the future of printed packaging, visit our web app at <http://jp.touchcode.com> and contact us for a demonstration of the full capabilities of T+ink's Touchcode™.



in partnership with



3000 Page Street . London, ON, Canada . N5V 5H3 . T: 519.451.2100 . TF: 800.265.9093 . F: 519.451.2107

www.jonespackaging.com