

PROVERB

LIFEFUELLED SKINCARE

Story

Proverb is made for people who care about their health, performance and the environment. A natural skincare routine, made simple and sustainable #getoutwhatyouputin

Benefits

We have some unique elements about the packaging of our sustainable products, what is made of, the benefits, how to best recycle it not to mention the benefits of the product itself! We have always struggled to clearly lay this out on pack making the extra info and flexibility to change it the QR codes a big win. In the future being able to use the same packaging in different countries by using the QR code to display this information, including ingredients list, in different languages will save a huge amount of print material costs.

Product range

14 products.

proverbskin.com

QR-Code

Proverb have positioned the code on the reverse side, with clear messaging to encourage scanning.

Core focus

Sustainability





Story

PAZ Nuts is a family run business selecting nut growers worldwide, importing some of the most premium quality nuts and nut products available in the market. We also roast in the UK the most exquisite range of Honey, Salted & Chocolate coated nuts. Serving both the retail and hospitality sectors, PAZ Nuts is set up to provide a different idea of what the nut industry actually is.

Benefits

UK consumers are more aware of what they are eating than ever before. Being able to facilitate as much information on the product and its traceability as possible is definitely a benefit for them, as well as a benefit for brands wanting to expose this information for marketing purposes.

Range

12 products (tbc).

paznuts.com

QR-Code

Paz Nuts have positioned the code on the reverse side, with clear messaging to encourage scanning.

Core focus

Provenance

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Scan this QR C
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Story

The first of its kind. Our high protein, low carb Chicken Crackling and Crumb is made from high welfare, UK, Red Tractor Chicken with sustainability at its core.

Benefits

We want our customers to enjoy our sustainability ethos, our story, and get right under the skin of our Crackling. QR Codes gives them everything they would ever need to know all in one place.

Range

5 products.

chickencrackling.com

QR-Code

Chicken Crackling have positioned the code on the reverse side, with clear messaging to encourage scanning.

Core focus

Sustainability



SISTIR

Story

Sistir is a unique coffee and tea brand which offers a growing range of **fa-brew-lously** designed and **tea-rrifically** fun products.

Benefits

The QR code offers several key benefits to our business. Firstly, it prepares Sistir for retail. It also presents opportunities to educate our consumer by sharing product features, along with creating new marketing opportunities, offers and promotions. Finally, it supports our focus on sustainability - key information will be in the App rather than on pack, therefore keeping pack size to a minimum and reducing the need for pack reprints.

Range

150 products.

sistir.com

QR-Code

Sistir have positioned the code on the reverse side, with clear messaging to encourage scanning.

Core focus

Adaptability



DUO

eyelash adhesive

Story

Universally acknowledged as the most superior lash bonding agent available. DUO has a rich heritage, with strong brand recognition and a proven track record.

Benefits

As a manufacturer QR Codes permit us to communicate important product and brand information to customers, which would otherwise be impossible to impart on the package alone. QR codes are also a valuable tool for compliance with governmental agencies by conveying mandated health related information to customers.

Range

16,000 products.

aiibeauty.com

QR-Code

DUO have positioned the code on the side opening where the consumer will have direct contact.

Core focus

Regulation

