



The Future of Print is Connected

Elevating Experience • Promoting Sustainability • Unlocking New Value

Power of Print 2025

ΚΥΧΕΙΤ
ΑΜΜΑΤ
ΑΤΘΕ
ΙΧΥΡΕ
ΕΜΜΑ
ΗΚΟΙΣ
ΤΟΣ
ΕΧΕ
ΙΑΙ
ΟΞΙΑΣ
ΣΜΕ
ΟΧΑΡ
ΟΣΘΕΙ
ΔΕ
ΠΑΔ
ΧΡΥ
ΕΣΤΑ
ΧΧΧ
ΗΓΗ
ΤΤΓ
ΕΛΕ
ΦΑ
ΣΕ



ΤΑΥΤΗ

WHAT DO YOU MEAN BY CONNECTED?

Print linked to digital via QR, NFC, AR, or other digital technology

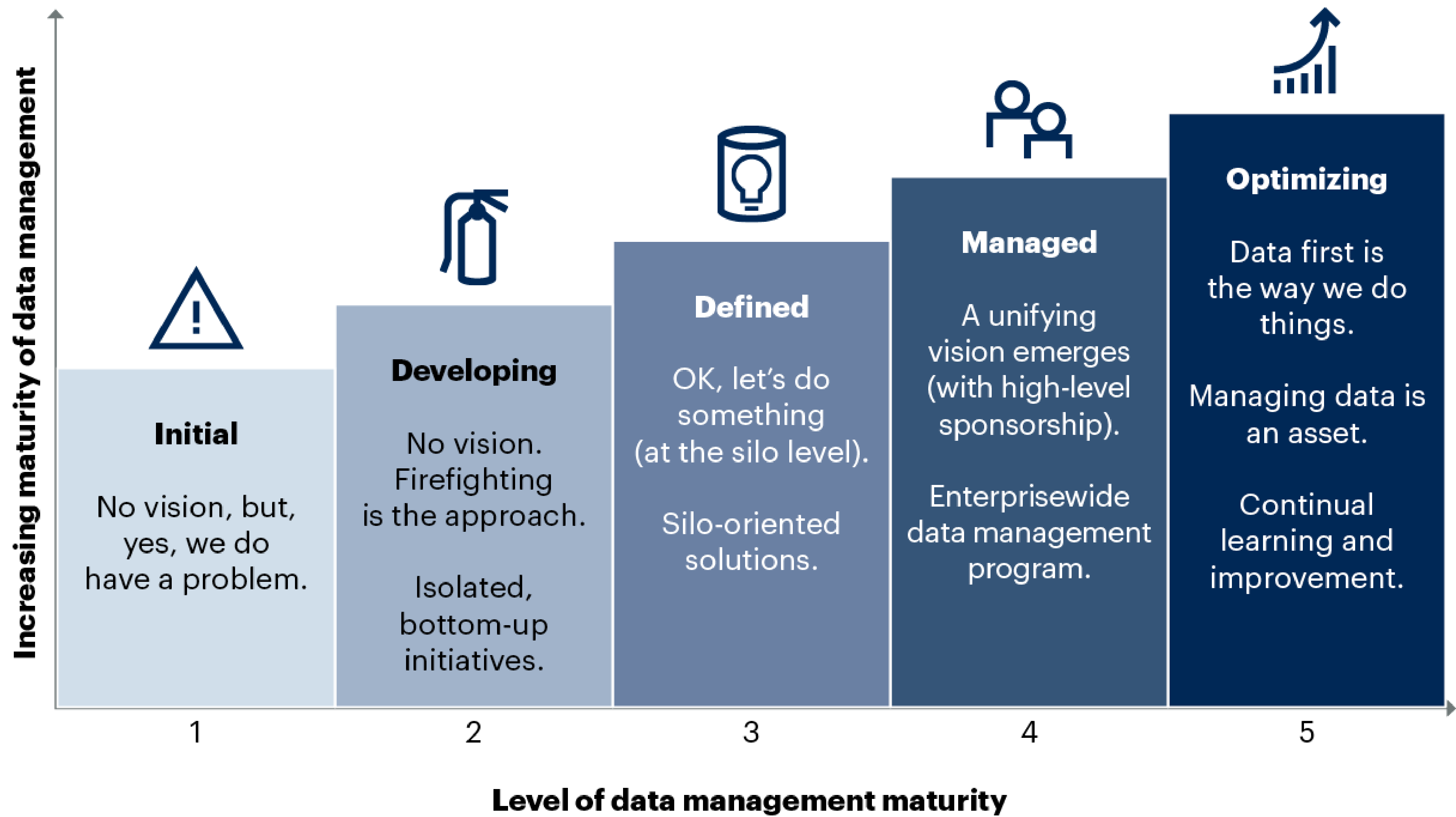
Each physical item becomes a unique, interactive touchpoint

Each touchpoint enables data capture, sustainability, and consumer engagement



Where we are now...

Packaging and Labeling Data Management Maturity Model



Where we are going...

98%

will be adopting GS1-compliant QR codes by the end of 2026.

45%

are already investing in compliant technology solutions.

Survey by GS1 of 500+ business executives across CPG and Retail organisations.



<https://www.gs1uk.org/standards-services/get-market-ready/qr-codes-powered-by-gs1>
<https://www.gs1.org/sites/gsl/files/2024-06/global-industry-endorsement-statement-qr-codes-with-gs1-standards.pdf>

GS1 – the global standards body responsible for the barcode - has set a 2027 target to migrate to 2D codes (QR codes).
Leading FMCG, Retail, Beauty and Drinks brands are signed up



PackagingNews

Home » News

Add to Bookmarks

By PN Staff 5 December 2024

io.tt announces official partnership with GS1 UK and GS1 US

io.tt has become the official GS1 UK and GS1 US partner to help scale QR codes across the world's biggest brand owners.

WHY IS THIS HAPPENING NOW?

1. Consumers are digital first, but they still touch print every single day
2. Sustainability, traceability, and experience are all reshaping packaging
3. Print is evolving from static to smart to fulfil its destiny!

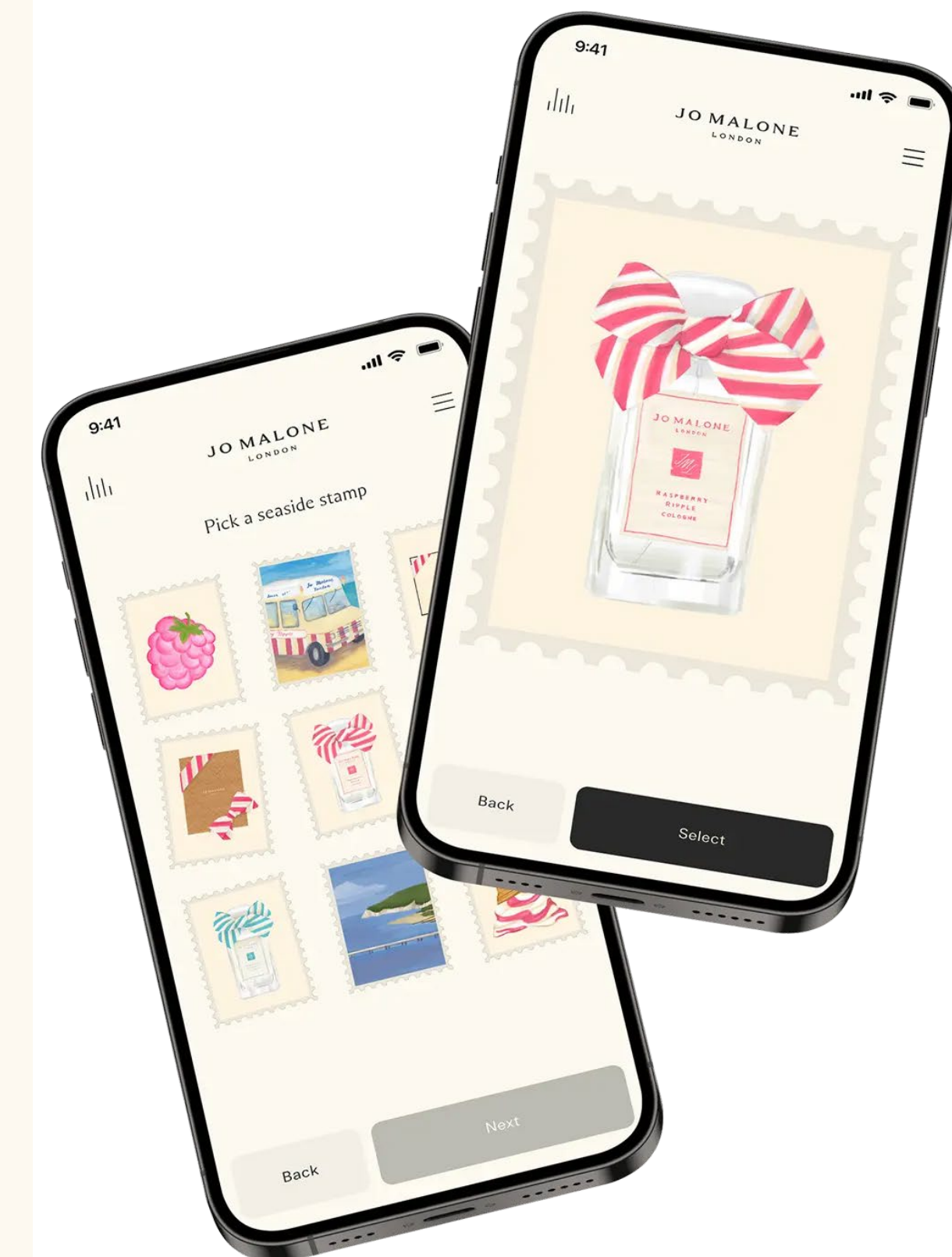


1. Consumers are digital first, but they still touch print every day

Consumers expect interaction, not static...the world moves and is digital!

Connected print delivers contextual storytelling and rewards...it enhances the existing print offering, it doesn't replace it.

People want experiences...but they expect those experiences to evolve over time – even McDonald's, the bastion of consistency, changes its menu regularly!





2. Sustainability, traceability, and experience are reshaping packaging

Consumers want more transparency...which can only be delivered via digital on product / pack.

Connected print enables Digital Product Passports...delivering on regulatory requirements under DPP / EUPR (next slide for more on that)

GS1 Sunrise changes the game for consumer engagement...every product becomes a gateway as barcodes migrate to QR codes.



The growing global regulatory demand for transparency, traceability and compliance

Regulatory pressure to connect products / packaging led by the **European Union (EU)** leading through ESPR - **mandating Digital Product Passports** – but a global challenge.

This map is a high-level, non-exhaustive, overview of current mandatory disclosure regulations and voluntary disclosures that have high impact on organisations.



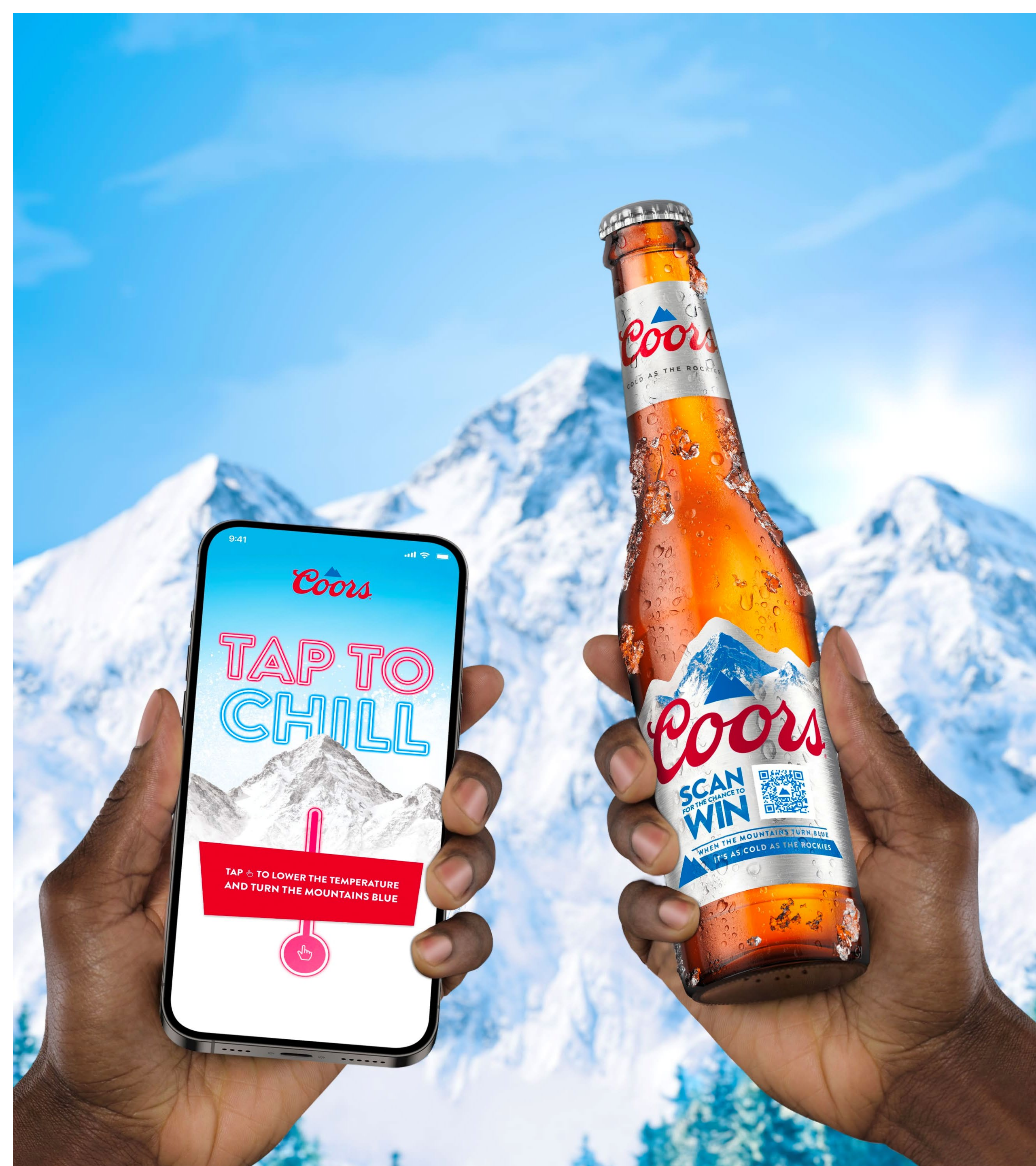
3. Print is evolving to fulfil its destiny!

Only by doing this will print be talked about as...

A 'value generator' not a 'cost'

A first-party data capture tool

An 'owned media channel' that delivers value for consumers and business benefits for businesses.



Enough with the talking, let's scan!



CLINIQUE



From Farm to Jar

Discover how a simple Aloe Vera plant makes it way from Mexico to your Moisture Surge Jar

Jo Malone



Wish you were here

Need to add some more love to your Jo Malone gift – Then design your own postcard

MADRI
EXCEPCIONAL®



Mixing Beer and Beats

Channel your inner Daft Punk by using different soundbites on the Midi-Board to win a trip to Madrid

Helping smokers to make better choices & drive 1PD acquisition

BAT's number one priority is to move consumers from smoking to non-combustibles but lacked the first party data to influence behaviour.

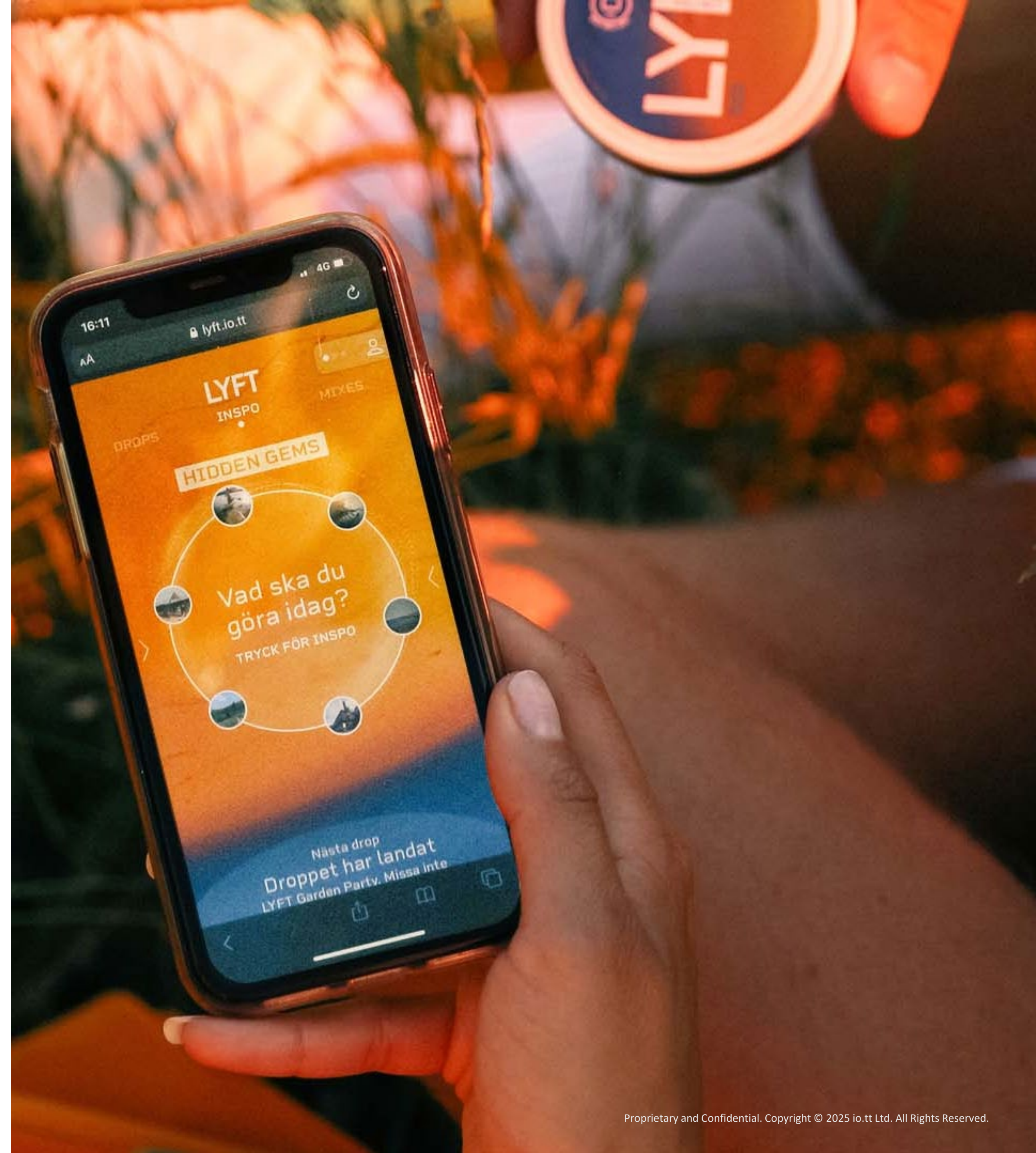
LYFT enabled consumers to enter competitions through its connected pack to acquire 1PD, whilst VELO drove repeat sales via it's loyalty scheme.

50%

Bought a second

40%

1PD acquisition



Delivering premium, personalised experiences through contextual data

Clinique needed a new platform to tell its brand story, whilst differentiating from competition with new premium offerings.

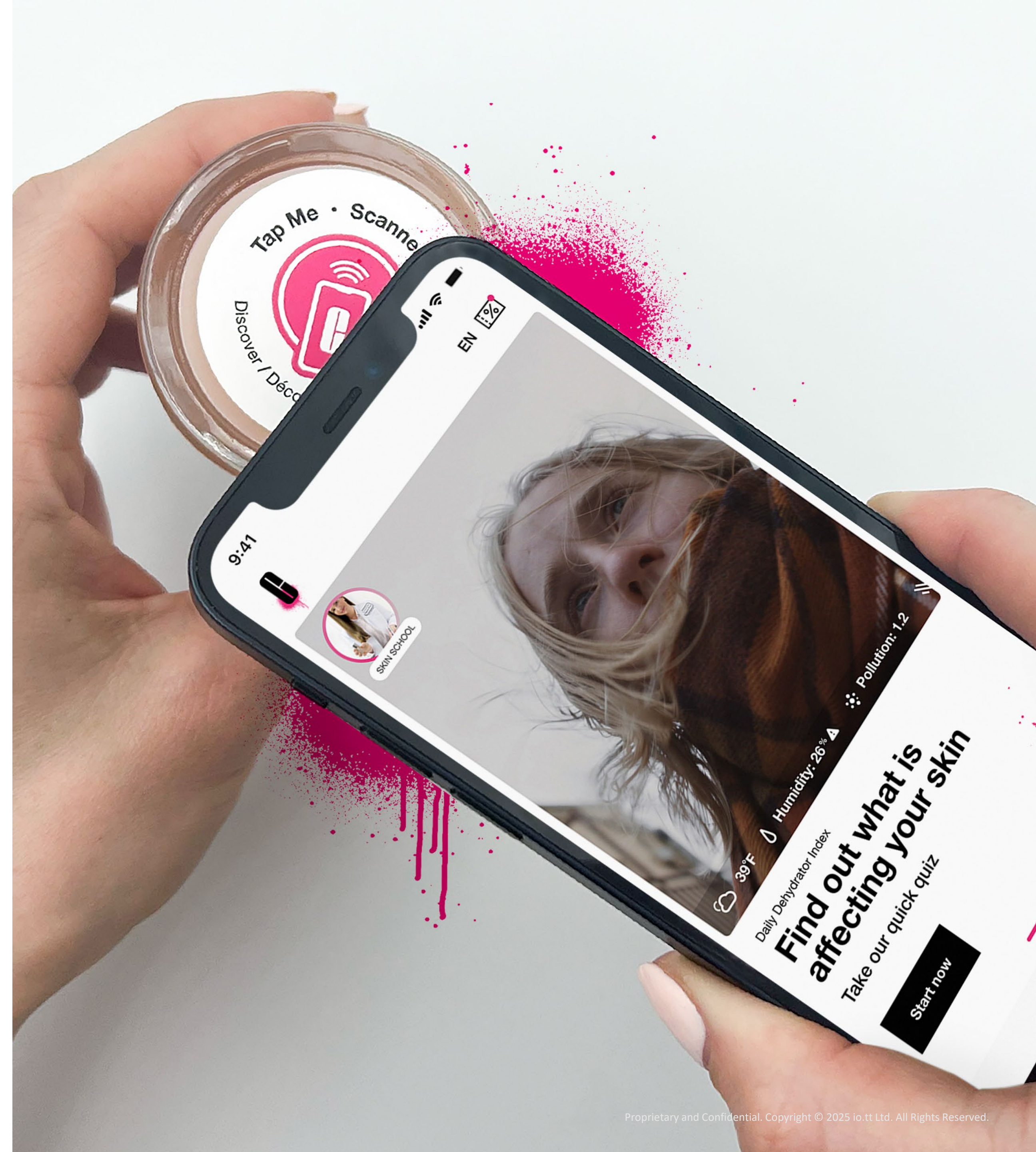
They deployed new NFC-connected jars, providing personalised skincare regimes via a Daily Hydrator Index based on localised weather.

35

Global markets

1M+

Product deployed



Using loyalty schemes to acquire 1PD and give personalised experiences

Yeo Valley needed to improve consumer loyalty but lacked the necessary data to personalise experiences.

They delivered a loyalty scheme via pack to acquire 1PD, whilst providing personalisation with recipe ideas depending on time of day.

300m

Packs connected

60%

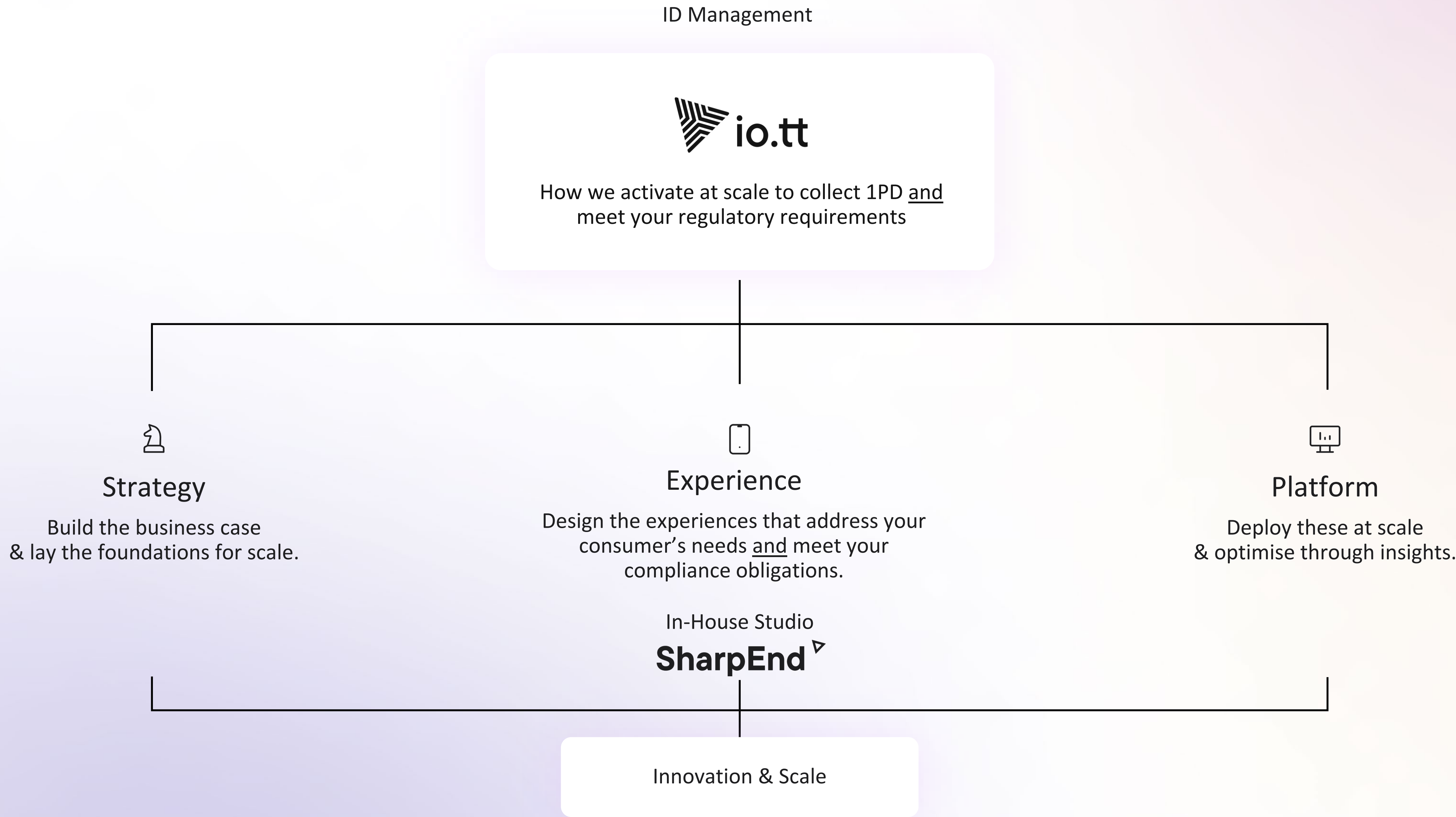
Subscription rate



How do you do it?



How io.tt helps



How io.tt works

A single platform ‘backbone’ to connect enterprise departments and deliver multiple benefits all through three core areas

Supply Chain & Legal

Ensuring industry compliance
and supporting key sustainability and brand protection initiatives.

Marketing & Brand

Uses the same compliance infrastructure to drive revenue and retention by activating the untapped media opportunity of packaging.

Data & IT

Uses the same compliance infrastructure to efficiently acquire 1PD alongside experiential data to enrich omni-channel experiences.



GS1



Authentication



DPP



DDRS



Commerce



Loyalty



Storytelling



CDP



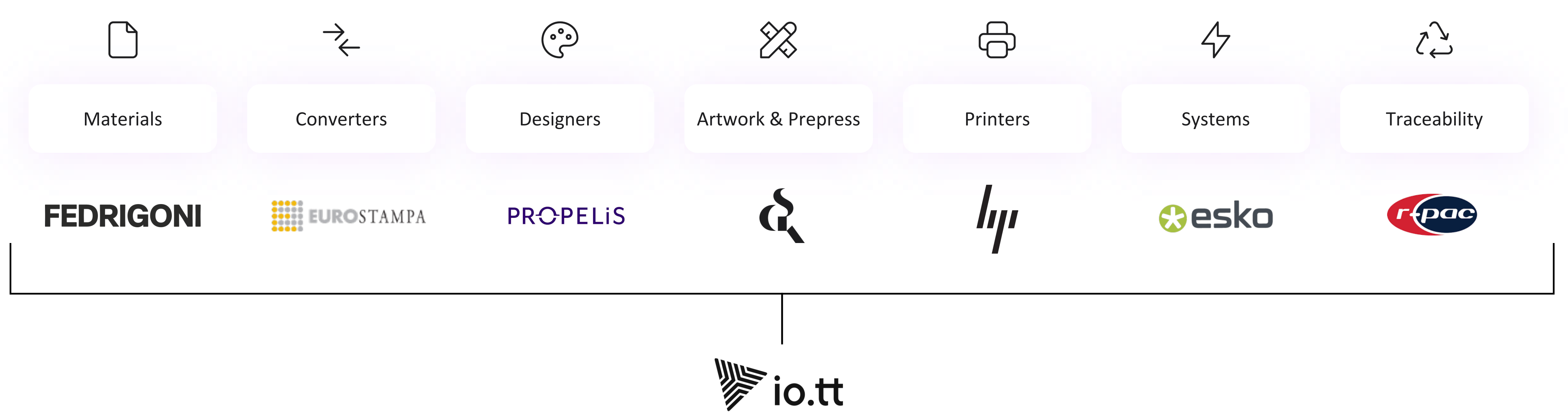
CRM



Insights



Our partner ecosystem



Our partnership approach is designed to intersect with brands across their entire product and packaging supply chain.



THINGS TO ASK YOURSELF BEFORE YOU LEAVE TODAY

1. When did your packaging last talk to a consumer or answer their question?
2. How many of your print assets are 'silent' and what are you missing out on?
3. What data could you be collecting from your print assets?
4. How will connected print help you hit your sustainability KPIs?
5. When will you pilot your first connected print work?



Thanks, if this was interesting, let's talk some more...you know what to do...



CLINIQUE

RICHEMONT

Dr.Jart+

BALMAIN
PARIS



GANNI

COMBE



Greg Brooks

Chief Marketing & Commercial Officer



View our work

Nomad Foods

CAMPARI
GROUP



Pernod Ricard



MOLSON
COORS beverage
company



O'Neill
— VINTNERS & DISTILLERS —

