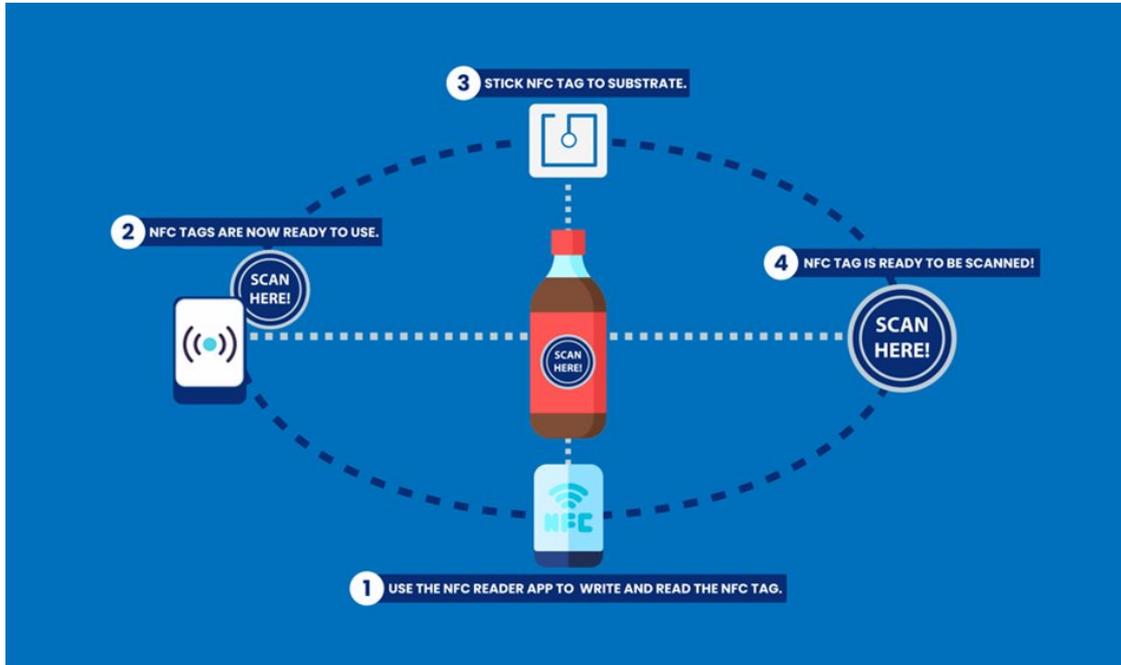


Supplement packaging that connects with consumers

Issued by [Pyrotec](#)

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With many of the same ingredients used in functional foods and drinks that go into supplements, could supplement manufacturers do more to increase the appeal of their packaging to make a greater emotional connection with consumers in the way food and beverage products do?



How do you connect with consumers?

Pyrotec PackMedia is an innovative, forward-thinking brand that understands the need for its customers to make an emotional connection with consumers. To do this, Pyrotec PackMedia offers innovative on-pack, informational, promotional and merchandising solutions – including QR codes and NFC tags – both of which can help to demonstrate social responsibility, offer exclusive experiences through customisation and targeted communication, and entertain consumers while providing an opportunity for collaboration.

Add emotion to packaging

With billions of people around the globe using smartphones, and with websites now better equipped to deal with smartphone cameras that can scan codes without the need for an app, augmented reality (AR) and quick response (QR) codes have seen a resurgence.

Also gaining ground in the retail space, near-field communication (NFC) tags, which are perfect for targeted, dynamic marketing because they contain unique identifiers by item and not just product type. These tags are small enough to be integrated into packaging without impacting a brand's identity, they help to prevent counterfeiting, they're customisable, and they enable product authentication.

Importantly for making an emotional connection with consumers, NFC tags create a direct link for brand owners to offer usage instructions, coupons, product benefits and loyalty programmes.

Fix-a-Form® booklet labels, available from Pyrotec PackMedia, increase brand awareness with their enhanced graphics

and ability to communicate and appeal to consumers in several languages simultaneously. They also provide opportunities for value adds – such as brand stories, inserts, coupons, and cross-promotions – and are an ideal vehicle for QR codes and NFC tags to add to a brand's ability to make connections with consumers and appeal to their ideologies.

For more information about how to make an emotional connection with supplements' consumers, visit www.pyrotec.co.za.

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Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

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