

ACTIVATE YOUR PROMOTIONS



VIDEOJET POWERED PROMOTIONS

Linking valuable demographic data to specific purchases.
Target marketing at its most targeted.



How does it work? Videojet Powered Promotions utilizes the IMprints™ Track & Trace Solution suite to allow you to create intelligent, variable codes embedded with product identifiers such as SKU or channel information. When used as part of an interactive promotion, this code becomes a digital proof-of-purchase. The turnkey Videojet IMprints system includes our exclusive Promotional Controller software to create and audit the unique codes along with our Web-based code validation search engine that provides more meaningful data by linking product purchases to demographic data in real-time. The benefit to you? An incredible connection with your customer and an opportunity to be even more targeted than ever before.

- Connect digitally with your customers
- Ideal for game promotions and loyalty programs
- Easy participation provides real-time feedback
- Richer data helps validate promotion's impact

Faster roll-outs. Shorter lead-times.
The total-flexibility approach.

We're talking weeks, not months. From the day you finalize the promotion to the day it's on-pack. That's how fast and flexible Videojet Powered Promotions can be. The key is that everything is built right into the system. The printing, the codes, the security and the tracking platforms. Deployment of the system requires careful planning and detailed execution to ensure minimal disruption to your operations. With the Videojet IMprints Solution for Powered Promotions, you get fewer delays, fewer production integration problems. Everything's there, ready to go.



- Turnkey system is ready to go
- No pre-printing required
- Quicker response to competitive activity
- Better control of national programs that are more complex and require unique versions

TURNKEY SOLUTIONS FOR ON PACK PROMOTIONS

No pre-printed game pieces.
A digital solution.



You'll save significant costs over traditional game promotions. In time, materials and manpower. At less than a penny per unit, these solutions enable you to target more precisely and attract more customers. Again, everything's built right into the system. Everything from imaging to audits. Messages are clear and legible, too, and can be printed on almost any surface. And it's all backed by the industry's largest, most responsive support team to keep you on-time, on-budget.

- Save on printed materials
- Save on incremental security and related manpower costs
- Save on process, with no production slowdowns due to specialized application equipment

Turnkey program management that ensures easy and reliable integration.

A full-service solution. Videojet Powered Promotions provides complete, on-site support from our Brand Protection Solutions team. We ensure that your operation runs smoothly — from code creation to print. Videojet deploys a team of specialists with expertise in printer set-up, controller-system wiring and configuration, user-interface customization and packaging line integration. And our reliable equipment provides flexibility — ink jet, laser and thermal technologies let you print on virtually any surface.



- Easy setup and operation and optimum line throughput
- Works with existing packaging production lines, many already utilizing Videojet solutions
- Place codes under caps, inside cartons, bags, bottles and more
- Convenient buy or lease options for the length of your promotion

VIDEOJET INDUSTRY-LEADING IMAGING TECHNOLOGIES

TURNKEY SYSTEMS READY TO DEPLOY NOW!



CONTROLS & SOFTWARE:

IMPRINTS CODEMASTER. Forms the backbone of the IMprints system. Generates, administers and distributes unique codes and maintains relationships for tracking purposes. Extremely scalable.

IMPRINTS TRACE IT! An internet-based service that verifies code authenticity and supplies a variety of additional information that can highlight potential sources of diversion or assist in a product recall. FTP-based customized reports available.

IMPRINTS SUPERVISOR. Uploads/downloads codes and transactions from CodeMaster as required and allocates them to the production lines. Serves as a point of data-exchange with the resident enterprise system to acquire other relevant product information, and is the collection point for transactions recorded by IMprints Production Line Controller.

IMPRINTS PRODUCTION LINE CONTROLLER. Interfaces with and controls key elements on the production line, including printing systems for applying the codes and cameras for creating the transactions, as well as related elements of the material-handling/packaging systems.

IMPRINTS SHIPPER. Ties shipments to specified destinations via scanning of the relevant codes as products move through the supply chain.



MARKING & CODING SYSTEMS:

LASER MARKING AND CODING. Videojet's laser marking and coding systems deliver affordable, steered-beam coding for a wide variety of applications.

SMALL CHARACTER INK JET. Videojet's range of continuous ink jet (CIJ) and thermal ink jet (TIJ) products will satisfy your high-speed product-coding needs.

LARGE CHARACTER INK JET. The Videojet valve- and impulse-jet family meets your medium- and large-character coding needs.

LABEL PRINTER APPLICATORS. Our modular labeling systems offer the latest microprocessor-controlled technology for fast and accurate label printing and placement in a wide range of applications.

THERMAL TRANSFER OVERPRINTERS. Our TTOs offer intermittent or continuous operation from the same unit, to adapt to changing flexible packaging application needs. They deliver high-resolution thermal transfer imaging, superior performance and reliability.



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