

The Future of Connected Packaging

Build Brand Loyalty | Strengthen Customer Relations | Gain Valuable Insights

Today's consumers expect more. Give them the "WOW" factor they crave by allowing them to connect deeper with the products they love.

OHMEGA® Ink from International Paper Powered by Touchcode™ Technology

- **Eco-friendly, conductive ink** connects your packaging with the digital world.
- **Quick and easy activation** through your phone's browser - No separate app required.
- **Safe and secure platform** – no risk for spoofing, phishing or counterfeiting.
- **Ensure exclusive content**, special offers and loyalty programs are being delivered to your target audience.
- **Online dashboard** to track, measure and monitor customer engagement ... and adjust content on the fly based on what they are responding to!



Dashboard Analytics for Activations

- Date/Time
- Location
- User IP Address
- User Device
- API
- Campaign ID
- Session ID

LET'S CONNECT:

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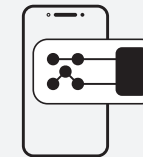
How It Works

OHMEGA® + Touchcode™ offers a connected packaging solution which allows you to turn your package into a portal that unlocks exclusive digital experiences for your customers.



STEP 1

Using OHMEGA® Ink, a unique code is printed on your package.



STEP 2

Customer visits your website or app on their mobile device and touches the code **facedown** onto the screen.



STEP 3

Your exclusive digital content is unlocked for the customer to enjoy.