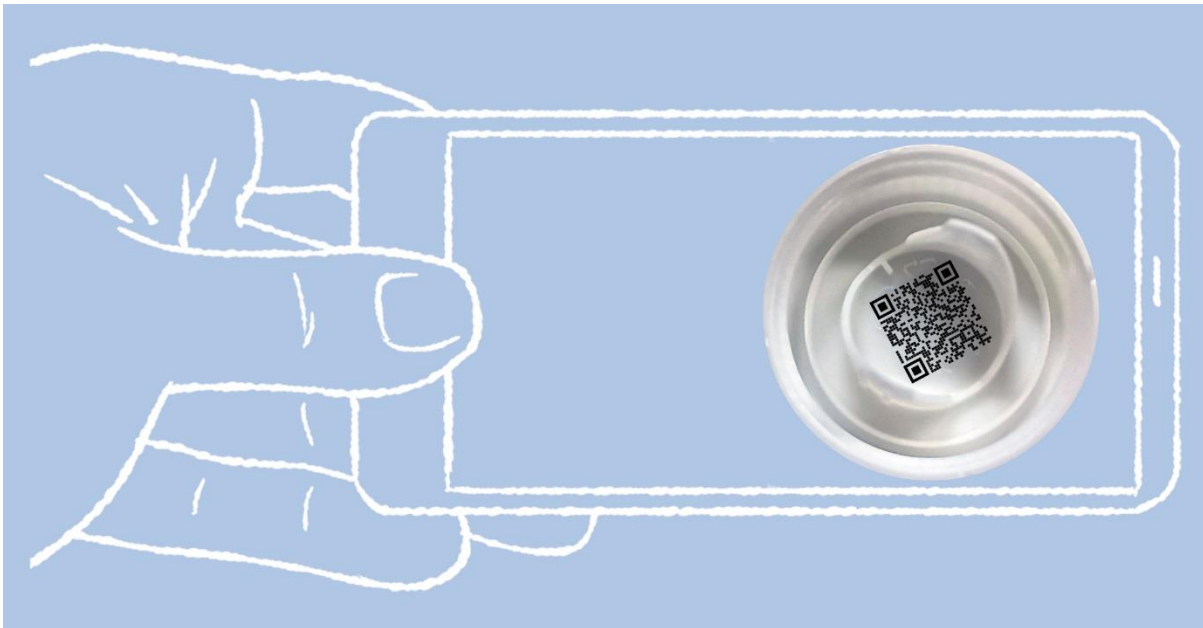

22.07.2020



'ONE CAP, ONE CODE' CONNECTS BRAND AND CONSUMER

SIG extends PAC.ENGAGE online marketing solutions to closures

SIG is extending its range of **PAC.ENGAGE** QR code solutions into closures with the launch of 'One Cap, One Code' for effective and unique one-to-one online marketing opportunities. SIG's unique digital closure solution, launched initially in the combiGo closure for on-the-go packs, now enables food and beverage customers to apply QR codes to the inside of closures, which are only visible to the consumer.

With on-pack QR codes already well established, SIG is now taking its **PAC.ENGAGE** QR code technology to closures to further bridge the digital communication gap between brand and consumer. Recognized by smartphones in less than three seconds for quick and easy use, SIG's 'One Cap, One Code' solution keeps consumers entertained, informed and rewarded, while also building consumer trust and loyalty.

With more than 40% of the world's population online and 70% with a smartphone, consumers are more connected than ever. Millennials expect brands to entertain them and the whole buying experience has become much more than just about the product. **PAC.ENGAGE** from SIG offers a variety of exciting communication options for companies looking to get closer to consumers and build target audiences.

Hanno Bertling, Senior Product Manager Closures at SIG: "Hiding QR codes in closures offers a more personal touch and this new way of communicating with consumers offers unique and fun online marketing opportunities for our customers."

With a simple smartphone scan, the unique QR code hidden inside the closure can immediately launch dynamic and engaging content, from engaging competitions and questionnaires to loyalty programs and shopping offers. A quick link to the brand's website and social media channels also generates more traffic flow to increase interaction and boost sales.



*Ayed Katrangi, Senior Product Manager Digital Marketing at SIG: "IoT and connected packaging innovations are opening up new and creative ways to track and interact and our **PAC.ENGAGE** solutions allow every product to act as a data-driven information and media source. Our exceptionally user-friendly coded closures will bring a new personal and emotional experience to consumers, allowing brands to build a close and engaging relationship with their audience."*

SIG's first customer to use the new **PAC.ENGAGE** 'One Cap, One Code' solution is Inner Mongolia Yili Industrial Group Co, one of China's largest dairy producers. The early adopter will launch 'Perfect Love' fruit yoghurt and the QR code in the closure will direct consumers to a WeChat mini-program, full of fun content to keep consumers engaged and entertained. Working closely with SIG to launch the latest online marketing solution, Yili can now attract more offline consumers to buy online and build an enduring membership system. This valuable data capture will help to optimize the company's long-term brand strategy.

FURTHER INFORMATION ON SIG'S **PAC.ENGAGE SOLUTIONS CAN BE FOUND HERE:**

<https://www.sig.biz/en/solutions/connected-pack/pacengage>

<https://www.youtube.com/watch?v=9Bz7wyWxDHc>

About SIG

SIG is a leading systems and solutions provider for aseptic carton packaging. We work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers. Sustainability is integral to our business and we are going Way Beyond Good to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,500 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2019, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, an 18.8 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

PICTURE CAPTION:

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Photo: SIG

YOUR CONTACT:

Heike Thevis
Press Officer

Tel.: +49 (0)2462 79 2608
Email: heike.thevis@sig.biz

SIG International Services GmbH

Visit us on www.sig.biz or on our blog at signals.sig.biz