

WestRock's Multi Packaging Solutions partners with **Smartglyph** for **SmarterBarcodes**

13 November 2017: Multi Packaging Solutions, (MPS), a business of WestRock Company and a leader in value-added print and packaging solutions for the healthcare, branded consumer and multi-media markets, is making packaging smarter through a partnership with Smartglyph, a UK technology business.

Without any change to the existing packaging or barcode, SmarterBarcodes from Smartglyph and MPS transforms a standard barcode on any product or packaging format into a two-way interactive communications channel. This allows consumers to interact with a brand and product by simply scanning the standard barcode on the product with any mobile device that has a camera.

With nearly all of today's products carrying a barcode, this technology optimises the use of existing space and requires no artwork or pack changes. It can immediately make packaging interactive giving the consumer access to enhanced product information, videos, discount coupons, games or promotions.

"The Smartglyph technology offers brand-owners the global capability to communicate with consumers in a way that hasn't been possible before, at a price that's cost-effective even on the smallest pack size," said Carol Hammond, VP Innovation – Europe, with Multi Packaging Solutions of WestRock. "It combines the best features of several technologies in one system and we are really excited about its potential for consumers and brand-owners as the experience is completely different."

SmarterBarcodes offer brand managers the potential to gather consumer information, track details from product promotions: who, where and what time an action was taken, was a video watched and, if so, for how long. This allows campaigns to be modified whilst remaining live and creating an instant brand-to-consumer relationship. The technology is deliverable today, scalable, cost effective and globally accessible in any language for any brand to undertake marketing campaigns effortlessly in every region in their local language.

Technical Insight

SmarterBarcodes requires the user to download just one generic app, which can also be embedded within a manufacturer's app. The app, compatible with any mobile device with a camera such as phones or tablets, immediately allows the user to scan a barcode and engage with activated products. The brand-owner has the ability to personalise the app and action campaigns in real-time, deciding what the consumer sees after scanning the barcode. This provides the flexibility to adapt or completely change a promotional campaign without changing the packaging.

SmarterBarcodes from Smartglyph and MPS is a multi-lingual product and whatever language the consumer has chosen on the phone, that language will be used to communicate when they use SmarterBarcodes. The technology can be added to any product regardless of size, shape or texture and has endless application potential across all markets, regions and products.

About WestRock

WestRock (NYSE:WRK) partners with our customers to provide differentiated paper and packaging solutions that help them win in the marketplace. WestRock's 45,000 team members support customers around the world from more than 300 operating and business locations spanning North America, South America, Europe, Asia and Australia. Learn more at www.westrock.com.

About Smartglyph

Smartglyph is a UK technology business that has patented its technology in the UK and US and has patent pending status in many other territories including all European countries. The Smartglyph platform provides a unique, interactive and affordable session between the brand-owner and consumer and with features such as Talking Packages enables Brands for the first time to use this new channel on every pack.