



## Manufacturers Use QR Codes to Spark Conversations, Engage Consumers and Enhance Marketing

### OVERVIEW



#### Problem

Limited Understanding  
of QR Code Functionality  
and Capability



#### Background

Engaging Customers  
with QR Codes

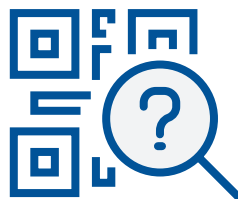


#### Solution

Highly Flexible In-House  
Printing Systems



QR codes link buyers and sellers, enabling a conversation about a variety of specific product information. They offer an inexpensive way for manufacturers and factories to place relevant data on their products and packages before they arrive at a retailer or distributor. Leveraging QR codes allows manufacturers and retailers to deepen relationships with their customers by easily providing valuable product information, coupons, surveys, marketing material, and instructions via accessible links to assist customers with purchase decisions while gathering consumer input.



#### PROBLEM

#### Limited Understanding of QR Code Functionality and Capability

Most people tend to think of QR codes as web addresses, and they are extremely effective in that role. But QR codes are extremely versatile, with the capability to hold up to

7,000 bytes of information. These inexpensive and easy-to-print codes can hold product serial numbers, model, family, class, FCC certification and other product specifications that otherwise may be difficult to place on the packaging. Leveraging these codes to enhance your business and product marketing can be a game changer.



## BACKGROUND

### Engaging Customers with QR Codes

QR codes improve the customer experience in a variety of ways. For example, a manufacturer can include a QR code with a link to device installation instructions on the package, improving the user experience by facilitating a successful product setup. Manufacturers can also use these codes for surveys to gather valuable feedback, to offer customer promotions, join loyalty programs, and provide other valuable touch points between the manufacturer, the retailer, and the consumer.

It can also provide useful insight into who their customers are. Customers picking a product off a shelf are hard to identify. However, if a customer fills out a survey, warranty information or signs up for a promotion, the manufacturer can gather customer registration information to better understand their profile and provide multiple future touch points to enhance marketing and boost sales.

The potential uses are vast and present consumers with the opportunity to get a wealth of valuable information quickly to make a more informed buying decision.

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## SOLUTION

### Highly Flexible In-House Printing Systems

Using our full line of robust TSC Printronix Auto ID printers, you can print QR codes in house, on-demand as needed to expand business applications and connect with consumers.

QR codes can be printed to improve the customer experience by:

- Providing a direct link to a store website with details about hours, merchandise, specials, and other valuable information.
- Offering rapid access to critical information such as safety notices or allergens in products.
- Printing on real estate signs to provide detailed information about a property so a potential buyer can drive by and get photos, a video tour, and link to the selling agent, all without leaving their car.
- Using these codes on vehicles at car dealerships to provide detailed information about the vehicle as well as gather information from interested buyers that representatives didn't get the opportunity to speak with.





T8000 ODV-2D

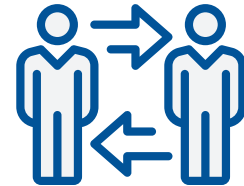
## RECOMMENDATION

### Print and Verify QR Codes with Our Enterprise-Grade Barcode Inspection Printers

Manufacturers can ensure QR code label accuracy using our enterprise industrial printers. Our Printronix Auto ID [T8000](#) and [T6000e](#) ODV-2D barcode inspection printers come with a scanner integrated into the printer's footprint that automatically finds, reads, grades, and overstrikes bad labels and reprints automatically. Cost is reduced as there is no need for an external PC, scanner, or software to produce accurate, ISO-compliant labels. These printers accelerate quality control by ensuring only compliant labels leave the warehouse.

## CONCLUSION

Using any one of our versatile TSC Printronix Auto ID printers, you can print QR codes on-demand, in house, with high quality. Our Printronix Auto ID T8000 and T6000e ODV-2D barcode inspection printers ensure label accuracy and compliance. QR codes can facilitate a dialog between various parties that weren't possible before as retail distribution channels previously disconnected direct consumer interaction with the manufacturer. Using our printers to print QR codes makes the gap smaller and makes it easier to connect with your end user.



**To learn more about this solution, please contact your local sales representative.**