

PRESS RELEASE

Invisible data codes on printed images open up a virtual world

Norheim, 4 January 2019: To mark the product launch of new Meray mueslis, Thimm developed a display that uses an invisible code to open up new channels for communicating with customers. These digital watermarks in printed images are positioning Fresh Nuts with its brand Meray as one of Europe's leaders in ethnic market sales.

Hamburg-based Fresh Nuts GmbH produces and sells mixed nuts and dried fruits worldwide. Its products have been available primarily at ethnic markets for more than 40 years. Using its Meray brand, Fresh Nuts launched four different muesli flavour profiles, a product previously unseen on the ethnic market. The campaign was supported by tastings at the point of sale as well as intelligent displays. The pallet displays feature a topper, base, cross bracing, divider bars and four trays. Each of the elements was produced using digital web press technology.

The intelligence portion of the display comes through the digital watermarks printed on the topper and base, which are invisible to the human eye. The codes can be read using the free LinkReader application for internet-connected iOS and Android smartphones. The first of the 1/4 Chep pallet displays hit European retailers in October. Potential customers who scan the topper or base are presented directly with informational or advertising videos for the new muesli. This can have a decisive influence on purchasing decisions at the point of sale. Mobile devices are increasingly becoming digital communications instruments, combining reality with the virtual world.

Daniel Kaufmann, Account Manager at Thimm, praises the intelligent display: "When combined with LinkReader, our digital printing represents an optimal symbiosis. The printing process can integrate app-based codes easily and without degrading the printed image."

About Thimm

Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products for further industrial processing. The company's product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the

family-owned business has more than 3,000 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 601 million euros.

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