



FOR IMMEDIATE RELEASE

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THE QUICK RESPONSE (QR) PROGRAM

New to produce aisles everywhere, item inserts that unite smartphone savvy shoppers and cutting-edge technology with one easy scan! The Blanc Industries Signage & Display Group QR Program is a program available to supermarket and retail establishments offering value-added information to their customers via our produce item inserts.

The QR codes embedded on our item inserts are scanned by consumers using their smartphones to instantly access product information, recipes or any optional customized business content.

HOW IT WORKS: Once the QR code is scanned, customers are linked to the produce item's information page and menu options. Customers will choose from:

Selection & Storage: An easy-to-follow guide to choosing the freshest produce and storage tips to prolong shelf life and discourage waste.

Nutrition Facts: The U.S. Food and Drug Administration's Nutrition Facts Label and the new Facts Up Front format with information pertaining to each item. Aids customers in making smart choices for a healthful lifestyle.

Preparation & Recipe: Super-simple steps to get the most from the produce, including ideas and a featured recipe highlighting its benefits. This option promotes customer awareness and confidence. It just may turn a fast-food forager into a celebrated chef!

General Info & Trivia: Expanded information of the scanned insert item. This prompt provides detailed information accompanied by a fascinating and/or fun factoid. Provides consumers with in-the-know insight and a perfect conversation starter.

What is Organic? Why Buy Organic?: Available with our organic inserts. Here, a comprehensive, clear-cut guide supplies customers with the knowledge and purchasing power confidence to choose organic produce.

THE VALUE: Everyone shops at supermarkets; the key is to create a customer experience that prompts shoppers to choose one store over another and remain a loyal customer. With a customized business program, we can link retail websites or ecommerce sites to include coupons, in-store promotions, additional recipes, cooking and health tips and/or any other information pertinent to a particular business.

Personalized content tracks customer behavior, trends and additional analytics unique to a chain or website, while providing essential information to the business for utilization in sales and marketing strategies.

Implementing a customized QR program helps businesses build customer trust, confidence and loyalty, placing that particular business ahead of the competition.

INNOVATION MEETS CONSUMER DEMAND: QR Codes are the one-stop-shopping key to unlocking consumer insights and buying behaviors. According to a recent report, 64% of shoppers are interested in scanning product codes to gain more information. In a survey conducted by Zoomerang and AisleBuyer, 36% of smartphone-carrying shoppers say they have scanned in-store product codes to access on-the-spot information. Nutrition analysis was a top search item.

In its Trends 2012 report, the Food Marketing Institute (FMI) released the figures of a survey conducted by Booz & Co. on in-store consumer activity. The results: 16% of shoppers used smartphones to track lists; 13% searched recipes; 9% or

1 in 10 shoppers searched their mobile devices for coupons, to track spending and research specific items; while 8% of shoppers checked prices.

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