

Consumer and Industrial Products Decorate, Gain Attention, Gain Share

Building the Brand

Companies are challenged to grow their brands within an ever increasing competitive landscape where the risk of commoditization has never been higher. Heavy advertising spend is no longer a viable solution, as the products themselves are lacking visible differentiation, leading to a disconnect between the brand promise and customer perception. Product decoration is a proven method of growing a brand's share and profitability.

Product decoration means differentiating an end-use product by:

- Promoting and reinforcing a brand
- Augmenting real or perceived product performance
- Communicating product use information
- Entertaining the consumer

Videojet Value Proposition

The act of decorating can immediately improve a brand's market position by creating a visible differentiation from undecorated products. In addition, product decoration will:

- Generate customer excitement and greater brand awareness
- Enhance consumer satisfaction, loyalty, and product usage
- Drive cross-selling opportunities
- Enable premium pricing
- Help reduce the overall marketing expenditures

With the introduction of product decoration, a company can build upon the value of an existing brand or use the feature to launch premium brands.

How Product Decoration Works

Before product decoration . . .



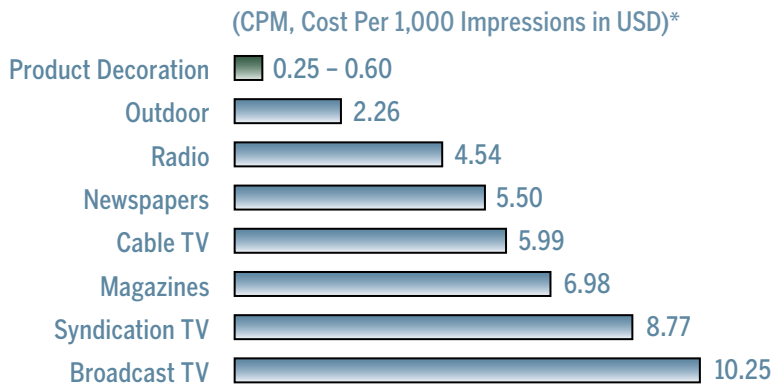
After product decoration . . .



Product decoration is an effective and efficient marketing tool, helping companies gain competitive advantage, grow market share and profitability.

Return on Investment

Product decoration delivers an unparalleled return on marketing investment when compared to other advertising channels.



*Note: Assumes \$0.6 / 1,000 images and 1.0 (single consumer) - 2.6 (household) impressions / image
 Source: "Snapshot of the Global Media Landscape", eMarketer.com

Selected Concepts

- Brand names, logos
- Promotion support – links to web sites, social media applications
- Purchase reminders – precisely placed on the last product in the package
- Localized content – directions to the nearest store printed based on shipping zip code
- Sweepstakes entries – winning products specially marked
- Household tips and trivia – different message on every sheet
- Functional inks – wetness indication
- Instructional marking – size indication, usage guidance
- Seasonal images and holiday themes
- Safety notifications
- ... ANY OTHER VARIABLE DATA

About Videojet

Videojet is a leader in product identification, with solutions to help customers differentiate their products and drive competitive advantage in today's highly diverse marketplace.



Household Disposables



Food and Confectionery



Medical Supplies



Building Materials



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