

# mSecureCode\*

## MEYERS HAS CREATED A SECURE ONE-PLY LABEL THAT:

- Contains a digital Internet code which is protected from “candling” or pre-harvesting
  - Has a construction that is a self-destructible synthetic product
- Uses permanent adhesive so that the label cannot be removed from the package
- Allows easy access to code or promotion once product is purchased by the consumer



Peeling label, in an attempt to harvest code without purchase, will result in destruction of label

## HOW IT WORKS:

- Provides marketers the ability to place a promotional offer on a pre-existing package without having to open and/or re-work it.
- Consumers have to purchase the product and open the package in order to gain access to the code.
- Any pre-purchase tampering will cause the label to self-destruct, thus ruining the code and preventing access to it.
- Works on any blister or clear plastic clam shell package, or any other flexible packaging or cartons.

## WHY WAS IT DEVELOPED?

A Meyers client asked us to develop an on-pack label that would deliver a high-value (\$25-50) offer in form of an Internet Code on the outside of blister-card packaging, so they could motivate consumers to purchase existing inventory since new products were in the pipeline. Our client wanted to minimize “returns”.

## BENEFITS:

- Security
- Cost effective
- Easy to execute
- Moves product that is becoming short-dated

## WHAT IT CAN DELIVER:

- Alpha/numeric codes
- Game codes
- Internet codes
- Download codes

## POTENTIAL APPLICATIONS:

- Any bag with a window (chips, breakfast cereal)
- Any clamshell package (sandwiches, other food items)
- Any blister card (peg-board product)
- Any clear beverage bottle (beer, soda, water)
- And many, many more.