The Future of Connected Packaging

Build Brand Loyalty | Strengthen Customer Relations | Gain Valuable Insights

Today’s consumers expect more. Give them the “WOW” factor they crave by allowing them to connect deeper with the products they love.

OHMEGA™ Ink from International Paper Powered by Touchcode™ Technology

- Eco-friendly, conductive ink connects your packaging with the digital world.
- Quick and easy activation through your phone’s browser - No separate app required.
- Safe and secure platform – no risk for spoofing, phishing or counterfeiting.
- Ensure exclusive content, special offers and loyalty programs are being delivered to your target audience.
- Online dashboard to track, measure and monitor customer engagement … and adjust content on the fly based on what they are responding to!

How It Works

OHMEGA™ + Touchcode™ offers a connected packaging solution which allows you to turn your package into a portal that unlocks exclusive digital experiences for your customers.

STEP 1
Using OHMEGA™ Ink, a unique code is printed on your package.

STEP 2
Customer visits your website or app on their mobile device and touches the code facedown onto the screen.

STEP 3
Your exclusive digital content is unlocked for the customer to enjoy.

Dashboard Analytics for Activations

- Date/Time
- User Device
- Session ID
- Location
- API
- User IP Address
- Campaign ID

LET’S CONNECT:

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