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Revisit Quick Response Codes (QR Codes) For A Multitude of Reasons

Since their 2010 debut into the marketplace that was first designed for the automotive industry in Japan, QR Codes are becoming more popular in recent years due to the popularity of smart phones that have built-in QR code scanning or the availability of QR Code scanning apps and high speed internet technology advancements.

China is a rapidly growing leader on the QR Code technology for just about everything due to the difficulties in Mandarin and Cantonese languages. So instead of typing in URLs in a browser it would be easier for someone to scan a code and a major reason for the increase use in many businesses and apps.

According to another news article in the “Wall Street Journal”, owner of WeChat, brought about the QR Code revolution in China utilizing QR Code for their in-store payment system. They connect close to 600 million stores across China which has contributed to this industry standard QR Code specification for payment systems.*

Are you puzzled by the popularity of QR code payment use? The Scanova.io/blog stated that QR code payments are fast and more secure than card-based payments. With all the credit or fraud breaches in the news these days, it's not hard to understand how this fact plays a key role in this increase.

The smartlabel QR Code surge started with the huge initiative on the GMO controversy in the United States where currently about 30 food companies use QR Codes to inform consumers of the differences between GMO and non-GMO foods and according to a US law requires every product to have a QR Code that helps provide detail GMO information. This alleviates the confusion of strict labeling requirements.

Some European medicine agencies produced guidelines for Pharm companies that are also jumping on board to utilize QR codes on their packaging. In addition, these codes are gaining popularity on social media apps.

Why should you consider using QR codes on your product labels, aside from being a popular trend? Today's consumers want important product information in the palm of their hand to support their mature buying decisions based on your products ingredients, sourcing, technical specs, user manuals and more. Additionally, QR codes can help advertisers track and measure ROI on print media or even a blog.

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