

Leonhard Kurz makes brands talk

Luxe Pack visitors to experience the possibilities of digital brand communication

Fürth, 26 September 2018: In the Digital Village of this year's Luxe Pack Monaco from the first to the third of October, visitors will experience exquisite packaging combined with digital functionality. Leonhard Kurz will be presenting its Black Box, which offers diverse brand experiences to end consumers, while delivering brand owners valuable information on the movement of the product.

Holographic eye catcher as gateway to functionality

The access to product information and interaction is via an aesthetic label on the Black Box. Equipped with a holographic design, serial number and QR code, it also acts as a decorative eye catcher, an easily recognizable authenticity feature, and a difficult-to-copy counterfeit protection. Hidden behind the metallized design is a chip that can be read using a cell phone. The holographic metallization has no effect at all on the transfer of information.

Interaction with the brand

Kurz will be demonstrating, by means of the Black Box, how communication between the end consumer and the brand can be established on two interaction levels. By scanning the holographic label with a cell phone, the consumer receives access to a sales promotion and the opportunity to install an app. This app, in a second step, provides access to special product information, exclusive offers and benefits.

Traceability and transparency

The product information available to the brand owner will also be demonstrated at the Kurz booth. On scanning the label with a cell phone, brand owners are given access to Kurz's comprehensive Trustcode database, where they obtain

the product specifications, the place and date of manufacture, and can verify its authenticity. Product localization details, and information on the product's movements and point of destination enable them to uncover gray market activities. They also receive information about the scanning location and scanning behaviour of the consumer, thereby gaining insights into their interaction pattern.

In the Luxe Pack Monaco Digital Village, at the Kurz booth AC23 in the Atrium, trade fair visitors will have the opportunity to try all the brand communication possibilities for themselves. At its central Luxe Pack booth DB 11 in Diaghilev Hall, Kurz will also be informing visitors about innovative packaging decoration options and the latest finishing and color trends.

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On scanning the label, consumers and brand owners receive access to comprehensive product information

(Photo: Kurz)

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About KURZ: The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and

holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With over 5,000 employees in 14 production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

www.kurz.de

Press Contact:

Lucie Mengel

LEONHARD KURZ Stiftung & Co. KG

Schwabacher Straße 482, 90763 Fürth/Germany

Phone: +49 911 71 41-96 38, Fax: +49 911 71 41-96 40

E-Mail: lucie.mengel@kurz.de

www.kurz.de