

NEWS FROM:



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BrassCraft Adds Phone-Scanable 2D Barcodes to Packaging, Offering More Customer Info at Point of Sale

NOVI, MI – Brass-Craft Manufacturing Company is taking customer engagement to a higher level with the adoption of 2D barcodes on its new plumbing products packaging.

Aiming for ever-greater customer convenience, BrassCraft is adopting this new barcode technology, which permits customers to photo scan the 2D barcode on the packaging with their smart phones to access rich data like specifications, installation instructions and information about related products. All that is required of the customer is to download an application for their properly-equipped phone. These enhanced applications allow access to incredible amounts of product information that can assist in the buying decision.

The 2D barcode feature, commonly known as “QR” for “Quick Response,” has a number of user benefits. Chiefly, it can deliver larger amounts of data because it has the ability to store information in both horizontal and vertical directions, thus allowing it to carry up to several hundred times the data of a standard linear UPC barcode.

“Our company motto says ‘Driven by Innovation’ and BrassCraft is committed to adopting the latest innovations for improved installation convenience and customer satisfaction,” says Marketing & Product Development Vice President, Jeff Jollay. “Our pioneering decision to add powerful QR barcode technology to packaging is a reflection of this commitment. BrassCraft is pleased to be on the cutting edge by making its packaging interactive.”

Currently, few US-packaged goods feature the QR barcode, but interest is steadily growing. BrassCraft will be among the first plumbing products manufacturers to offer this feature on packaging, according to Mike Chapman, BrassCraft packaging engineer in Novi.

Initial applications will be on packaging for a new Tankless Water Heater Installation Kit. A smart phone user running a scanner application simply holds the phone up to the QR barcode on the package (see illustration below). Upon completion of the photo scan, the user is directed to appropriate Tankless Water Heater Kit data on to the BrassCraft web site.

For more information, visit www.brasscraft.com.

Brass-Craft Manufacturing Company, a Masco Company, is a leading manufacturer of products for use in the new construction and repair/remodel markets. The company’s guarantee to these markets; *Committed to Quality - Driven by Innovation* is reflected in the thousands of high-reputation plumbing products that are sold under the BrassCraft brand. Founded in 1946, BrassCraft is an international corporation headquartered in Novi, Michigan with manufacturing and distribution facilities around the globe.



PHOTO CAPTION

Those considering to purchase BrassCraft products will have access to volumes of product data at point of sale via their smart phones. All they need to do is download a scanning application and photo scan the new QR barcode on packaging.



PHOTO CAPTION

Powerful new QR barcode technology adopted by BrassCraft allows customers to learn more about products and their installation while considering a purchase. Smart phones equipped with a scanning application can access a wealth of data from the BrassCraft web site.

NOTE TO EDITORS:

This photo is the actual QR barcode from the new Tankless Water Heater Installation Kit. Once it appears in your publication, your readers will be able to test scan this barcode with their application-equipped smart phones, and be directed to the rich data that BrassCraft makes available to customers.

For interview requests, or for high-resolution image files, contact Jim Meloche at jim@themarketingcollaborative.net (248.376.4076).