



THE STANDARD GROUP

2415 PLANTSIDE DRIVE • LOUISVILLE, KENTUCKY 40299 • 502-491-2760
WWW.THESTANDARDGROUP.COM

FirstTouch™ Interactive Packaging Solution



- Engage Consumers
- Boost In-Store Sales
- Slash the costs and complexity of marketing products to consumers by using Quick Response (QR) technology and the mobile web.

The Standard Group, in conjunction with Superior Lithographics, is introducing an all-in-one interactive packaging solution that instantly markets your products directly to consumers via their smartphones; in the store, while they shop – or in their homes, where they live.

With FirstTouch™, easily add QR codes to your current packaging and become interactive with a fully branded, fully hosted mobile web site. Simply scan the QR code with any smartphone, and through FirstTouch™, you are brought directly to a mobile Internet site offering special promotions, coupons, videos, recipes, social media, live chat, and more.

“Companies have been marketing on the Internet for decades; now, it’s time for them to capitalize on the growth and power of the mobile Internet. And while it’s easy to get a QR code, it can be both complex and cost-prohibitive to invest the development time and resources needed to build an effective mobile marketing site,” explained Andrew Rawson, President of Superior Lithographics. “FirstTouch™ simplifies that process, making interactive packaging an affordable option for virtually any company with a retail product.”

FirstTouch™ offers affordable, comprehensive online reporting to easily track and measure the results of promotions and sales. For sample packaging, images, or a demo of the FirstTouch™ interactive packaging platform, visit www.FirstTouchPackaging.com.

To find out more about The Standard Group and the FirstTouch Interactive platform, visit www.thestandardgroup.com, or call James Gregory at 718-335-5500.

For more information, please contact your local TSG Packaging Consultant, or email us at marketing@thestandardgroup.com

