



protect · decorate · communicate



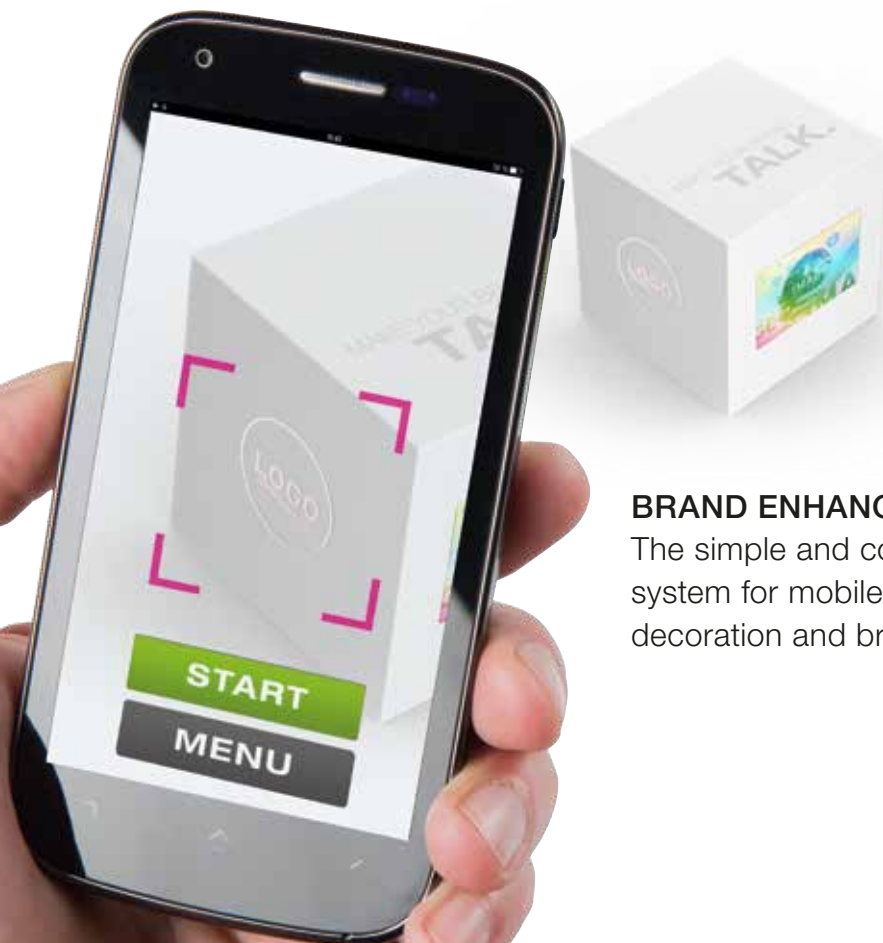
MAKE YOUR BRAND **TALK.**

Your product. One smartphone. One scan. And your customer is submerged in a shimmering brand world. They receive product information and links to social networks, and authenticate their product. Or they use logistic support all the way through to product tracking.

Our world is becoming machine-readable and thanks to BRAND ENHANCEMENT it doesn't have to be just barcodes that provide access to the digital world. We give you greater design flexibility and the opportunity to use refined elements like hot-stamped logos or holographic images as digital gateways to a wider brand world.

With BRAND ENHANCEMENT, KURZ offers a simple and comprehensive concept for brand communication, increased attractiveness and protection against counterfeiting.

**The unique combination of stamping foil printing and software:
BRAND ENHANCEMENT by KURZ is therefore ideal for enriching your
brand strategy.**



BRAND ENHANCEMENT by KURZ
The simple and comprehensive
system for mobile marketing,
decoration and brand protection.

However your brand makes contact with your customers: BRAND ENHANCEMENT by KURZ is extremely attractive and offers a combination of multifaceted communications and brand protection.

Let your brand do the talking.

Appeal:

Your product can be appealing and refined without printed barcodes spoiling the design. Hot-stamped logos and lettering with metallic or holographic effects not only make your product more attractive and increase its value, but as part of BRAND ENHANCEMENT also act as a gateway to the digital world.

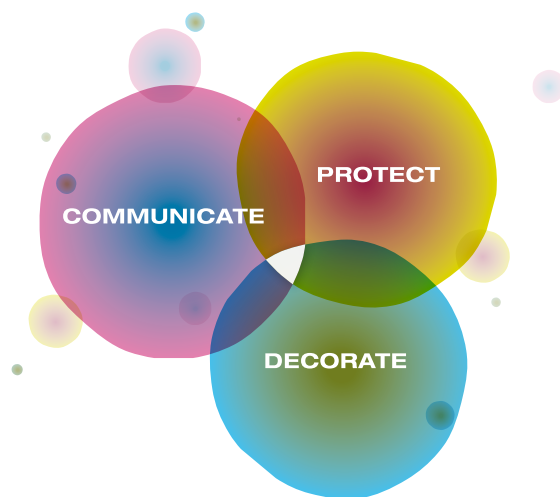
Communication:

The dialog between your brand and the consumer begins immediately after a successful scan. From this point on the customer can experience the following content, determined by you and your marketing concept:

- Product information
- Cross-selling offers
- Interactive games
- Dialog opportunities
- Product registration
- Product authentication
- After sales services
- And much more

Security:

Your products will be protected against counterfeiting thanks to the use of visible security features like holograms. Digitally readable features allow your products to be authenticated online.



The software solution:

In cooperation with adorsys (member of the KURZ group), a software specialist for customized IT solutions, we develop concepts tailored perfectly to your needs. This includes the development of the app, the connection to existing resource planning systems and complete IT solutions – all to satisfy your requirements.

Whatever the operating system, functions, interface design and the way they are connected are all programmed and customized especially for you.



Here you can see the use of diverse foil stamps and their links to different types of digital content.

This shows only one of the many ways that the **BRAND ENHANCEMENT** by KURZ concept can be integrated into your mobile marketing strategy.

Thanks to the combination of our reliable stamping foil and a smartphone app developed exclusively and individually for you, optional elements like logos, images, ID numbers or 2D codes can be used as attractive gateways to the whole world of mobile marketing.

Offer your customers quick and attractive access to operating instructions and hotlines, use cross-selling opportunities, continue campaigns online. Offer your customers a store locator and product authentication or obtain important information about customer behavior and much more.

MAKE YOUR BRAND
TALK.



Expand the communicative function of your logos with **BRAND ENHANCEMENT**.

Communication ●●●●○

Brand-specific support in mobile marketing, customer feedback, cross-selling, after sales services, story telling, etc.

Decoration ●●●●●

Added value thanks to hot stamping, metallic effects, haptic.

Brand protection ●○○○○

Protection against basic counterfeiting

Embossing with ALUFIN® Special.

Get the use-case presentation at:
www.brandenhancement.com/presentation
or use the QR code:



BRAND ENHANCEMENT by KURZ®
www.kurz-group.com

With BRAND ENHANCEMENT you can display lighting effects that turn a smartphone into a cinema.

Communication ●●●●●●

Product-specific support in mobile marketing, campaign extensions, links to social networks, product information, store locator, seasonal promotions, etc.

Decoration ●●●●○

Increased value thanks to single image holograms with various visual effects.

Brand protection ●●●●●○

Protection against counterfeiting thanks to a high-quality visible security feature.

Single image stamping with KURZ SpectraSeal®.

To create a link to the digital world, the smartphone app uses pre-defined or individually configured elements e.g. the logo on a package. Different areas, finished with our stamping foil, can be identified by the following:

- Metalized hot stamping
- Holographic pictures
- ID numbers
- Holographic barcodes

Individual and attractive barcoding with BRAND ENHANCEMENT.

Communication ●●●●●●

Product-specific support in mobile marketing, links to URLs, product information, store locator, etc.

Decoration ●●●○○○

Added value of the QR-code thanks to metallic or holographic elements.

Brand protection ●●●○○○

Increased protection against counterfeiting thanks to holographic metallization, product registration, product authentication.

Individualized and partly metalized KURZ TRUSTSEAL® QR-Code.

ID 1234-BE



Personalize your product with BRAND ENHANCEMENT.

Communication ●●●●●●

Product-specific support in mobile marketing, geolocation, personalization, customer-specific data collection, etc.

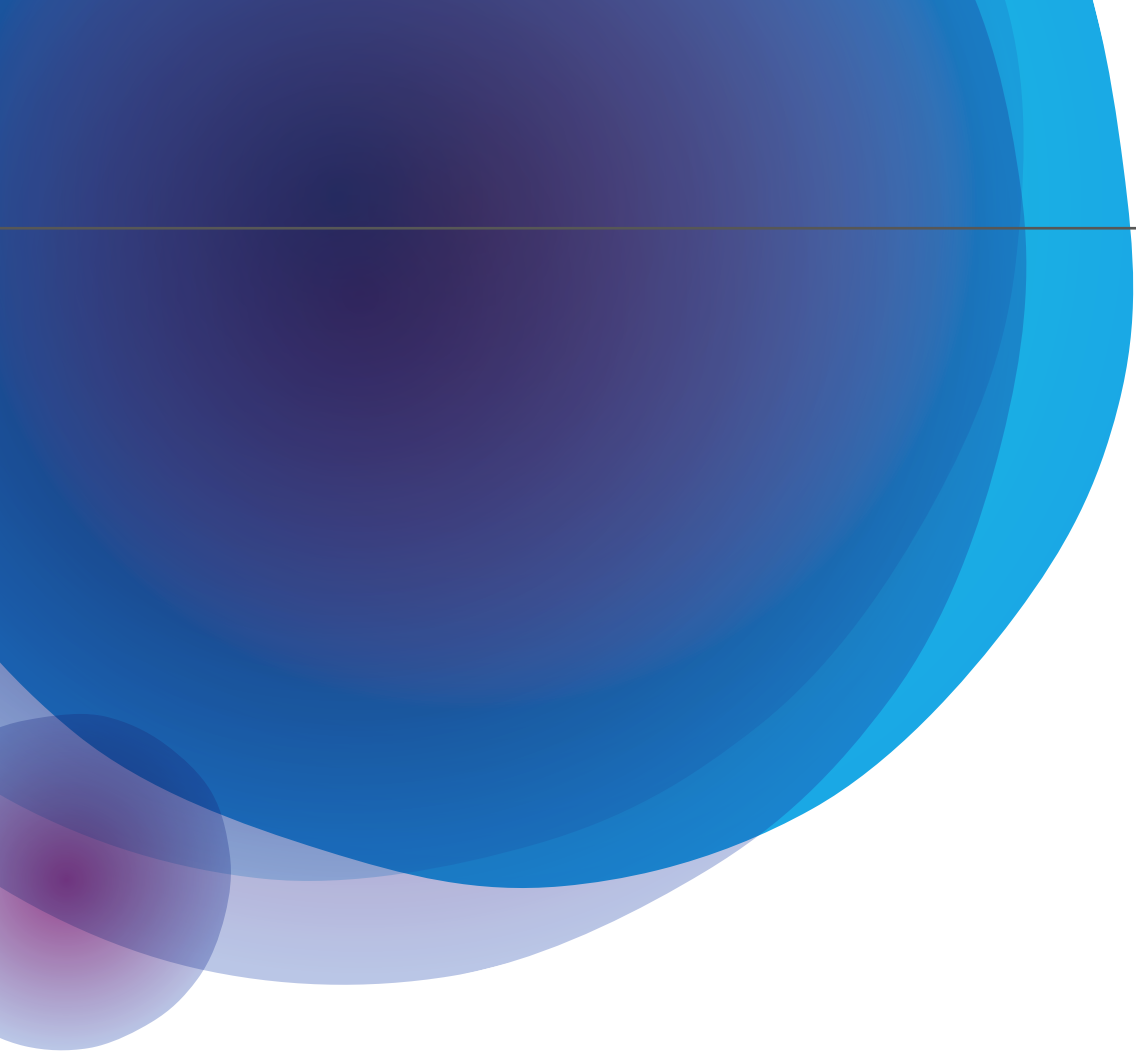
Decoration ●●○○○○

Added value thanks to metalized personalization.

Brand protection ●●●●●○

High protection thanks to online registration, authentication and tracking.

Individual number code with KURZ LIGHT LINE®



MAKE YOUR BRAND **TALK.**

Contact & Links



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