

# CONNECT

## YOUR PRODUCT & IT'S MESSAGE

### ADD A QR CODE FOR:

- Installation Instructions
- Promotional Offers
- Product Information
- Product Updates
- Accessories



### CUSTOM MADE TO ORDER

20mm

16mm

10mm



20 (m6)



16 (m6)



10 (m6)

QR Code Insert Size Options  
(to scale)



**NEW DME**  
**QR CODE**  
**Insert**

## ADD DIGITAL CONNECTIVITY DIRECTLY TO YOUR PART DURING INJECTION MOLDING.

Adding a quick response (QR), two-dimensional code to products with DME's NEW QR Code Insert can be a game changer. The QR code holds a significant amount of information within a small area, and can be quickly scanned using a smart phone or other smart devices. With a QR code marked on your product you provide clients and consumers access to websites, manufacturing numbers, and so much more.

Now QR codes can be added to a product during molding without a secondary operation.

### The Advantage of using a DME QR Code Insert:

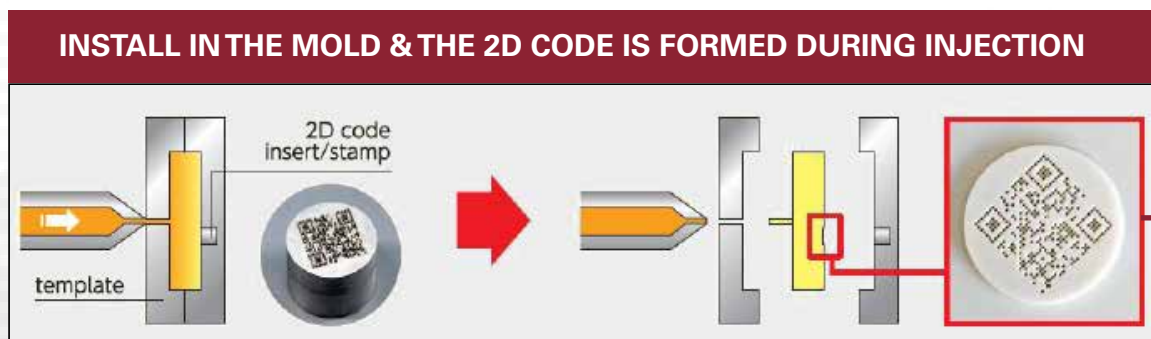
- Permanently Affixed, Easy To Use Marking/Tracking Option
- Cost-Effective Marking For Mass-Produced Products
- Proven Speedy Marking/Tracking Method

### Advantages of Connecting:

- Quick, error-free link to your online content.
- Engage the customer with videos and other updated information.
- Provide a link to promotions and interactive sites to obtain Voice of the Customer (VOC) information.
- Smart phones and tablets have easy access to QR reading apps across all platforms.

DME's 30 years of experience in manufacturing date inserts has led to the introduction of the highest-quality QR mold inserts in the industry. Each QR Code Insert is custom made with your unique code.

Contact DME today for more information.



Available support from test marking to test scanning.

## A MARKETING & OPERATIONS DREAM TOOL

The new DME QR Code Insert allows OEM's to reap all the benefits of traceability and consumer connectivity. Adding a QR code to a product isn't a new concept, but up until now it could only be printed on the product or a disposable item such as support material. Today there is a new and better solution. With the NEW DME QR Insert you can now add a QR code directly to a product itself, in a way that won't be removable or wear off.

The NEW DME QR Insert has unlimited possibilities to provide your customer more information about your product, options for re-order, documentation, and optional accessories. QR codes can be used for many things, but often are set as online destinations or content. You can tailor a video, custom marketing or informational message to your customers by sending them to online information that you control. Unlike printed materials, online content can be edited and updated as needed to maximize the effectiveness of the content. Build your email list by routing your customers to a sign-up page or potentially reduce liability by giving them instructional information and/or warnings. The possibilities are endless - all from one little insert!