



INJECTION PROCESS

QR CODE Insert

CONNECT

ADD DIGITAL CONNECTIVITY DIRECTLY TO YOUR PRODUCT

DME's NEW QR Code Insert is a game changer. The two-dimensional QR code is customized to your unique code, allowing your customer access to your very latest product information via smart phone or other smart devices.

For the first time, QR codes can be added to the product during the molding process without making it part of the mold. Advantages of the new DME QR Code Insert:

1. Discrete, Permanently Affixed, Won't Wear Off
2. Easy To Use Marking/Tracking Option
3. Cost-Effective; Requiring No Secondary Operations
4. Inserts Can Be Easily Replaced And Updated

Quote Requirements: (1) Desired Insert Dia (2) URL or Data to be engraved (3) Quantity of inserts



CUSTOM MADE TO ORDER

20mm	16mm	10mm
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20 (m6)

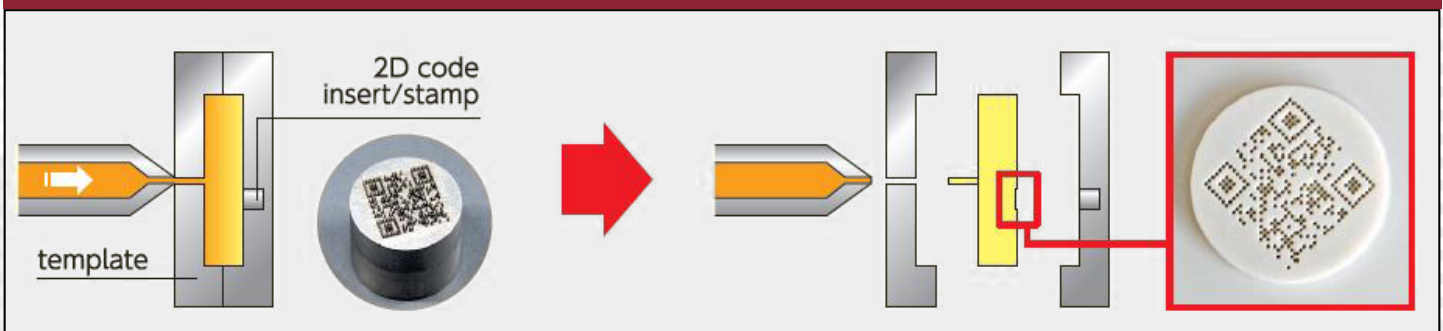
16 (m6)

10 (m6)

QR Code Insert Size Options (to scale)

	10mm	16mm	20mm
Max. numeric capacity	36	63	202
Max. alphanumeric capacity	25	38	122
Max. binary capacity	16	26	84

INSTALL QR INSERT IN THE MOLD & THE 2D CODE IS FORMED DURING INJECTION



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 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!

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.



**Add a QR Code for
Promotional Offers or
Product Information**



**Add a QR Code for
Emergency Information
or Product Updates &
Re-orders**

