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# CoLOS® Software & Solutions Promotional Coding



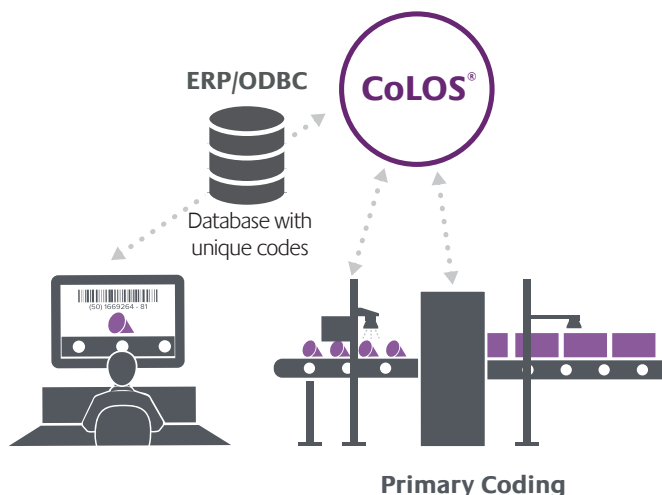
## Product distribution and compliance

Between manufacturing and selling your products, you have more important things to worry about than ensuring the right information is printed every time. You need accuracy and efficiency in your printing and coding so you can focus on producing high quality products.

**CoLOS®** Packaging Intelligence System comes with a variety of applications that can help you reducing waste from coding and marking errors, increasing line efficiency and protecting brand value by ensuring printing compliance.

To ensure proper product distribution and compliance, **CoLOS®** **Promotional Coding** applies unique marketing codes to each and every product at full line speeds, enabling more flexibility to achieve both always-on and “on demand” promotions.

## Print unique promotional codes on products



## Advantages at a glance

### Flexible promotional coding

- It is quite **simple to implement** as the system distributes pre-prepared unique codes from central storage to individual coders. The codes are printed at real-time production rates without the need for expensive local control equipment.
- Promotion coding is **always available** and can be switched on by production order or individual product code for on-demand promotions or be permanently enabled as needed by the overall promotion.
- The system not only provides **easy integration** for the codes to be printed, it produces reports of what codes have been printed that can be exported for use in the end-consumer code redemption system of choice for the promotion.

### Efficient brand enhancement

- Ensure **efficient production** by using the same coder for date and promotion coding with data-driven control enables greater flexibility and better adaptability to enhance promotional marketing campaigns.
- Distributing and printing codes at production time rather than at the packaging manufacturer means **simplified management of codes** to be printed. Last-minute changes of production are easy to achieve.
- Unique product fingerprints enable the creation of an **open dialogue with consumers** through mobile marketing activations. Particularly for points-redemption loyalty schemes.

# Promotional Coding

## Key use case



**Track promotions:** Brands strive to monitor the participation and engagement levels of their customers. But, struggle to do so because of legacy infrastructure and inaccuracy of data. Promotional coding allows brands to add unique codes/identifiers to their products to closely track their promotions, personalize offerings and engage consumers for repeat purchase and loyalty.

## Specifications

### Features

- Unique codes applied at full production speeds
- Centralized storage and distribution of unique promotion codes
- Codes allocated by production order or product at production time
- Same coder can be used for date and promotion coding
- Printed code data can be exported to consumer redemption systems
- Supports Text file & Database (SQL)

### Compatibility

- Compatible with SmartLase® C150, SmartLase® C350, SmartLase® F500 Laser coders, SmartDate® X Series Thermal Transfer coders, 9450/9750 Continuous Inkjet coder, 2200 Print & Apply, 1200 Thermal Inkjet.

### License

Part of the **CoLOS®** family of applications which are available in different bundle sizes for all your printer, line and factory solutions. Our application modules come with information and automation interface add-ons to ensure seamless integration with your existing infrastructure.

- The feature is available with **CoLOS® OEM** as a standard feature and with **CoLOS® Line** and **CoLOS® Factory** as an optional feature.

### Interface available in the following languages

- English, Czech, German, Turkish, Greek, Spanish, French, Hungarian, Romanian, Italian, Russian, Polish, Portuguese Brazilian, Japanese, Chinese, Korean, Arabic

CoLOS® V6 is for Windows 10 32/64bit, Windows 11 64 bit, Server 2012/2016/2019/2022 64 bit  
Minimum system requirements: 3GB RAM, Intel 2.6 GHz (multicore CPU preferred), 5GB free hard disk space  
Production UI Browser Firefox 120.0 and onwards/Chrome 110 and onwards/Edge 110 and onwards

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