



**Ed Mkrumian**

[emkrumian@envelopeprintery.com](mailto:emkrumian@envelopeprintery.com)

Phone: (734) 398-7700

Cell: (734) 231-0862

[www.envelopeprintery.com](http://www.envelopeprintery.com)

## How to Use QR Codes and the Mobile Web

The opportunities that QR codes and the mobile web provide to businesses are almost endless. Below are just some examples of how The Envelope Printery and the mobile web can put your business at your client's fingertips.

### Printed Promotional Material

QR Codes are becoming a necessary element for businesses to integrate their cross-media initiatives. By placing a QR code on your printed marketing material you are able to engage the consumer on the go and track conversions through mobile website analytics.

Place Your QR Code on:

- Brochures/Booklets
- Business Cards
- Posters/Flyers
- Printed Advertisements



### Product Information & Complete Catalogue

You only have a limited amount of space on your product packaging to provide users with all the information they require. QR codes allow you to convert a small amount of space into a wide variety of useful product information.

Provide Information on:

- Safe Chemical Handling
- Product Usage Conditions
- Complimentary Products



### Operational Manuals

Modern equipment can be hard to find your way around, so it's not surprising that customers sometimes have operational questions regarding the equipment. By placing a QR code on your products users can conveniently retrieve operational information directly from the equipment.

Operational Assistance:

- One Touch Call / Email
- Video Tutorials
- Google Map Locations
- PDF Upload Capability



### Product Reordering Forms

What if there was a way to help your customers place orders easier and get delivery faster and even guarantee that they order the right product for their application? By placing a QR code on your product packaging that takes the customer to a reorder form you can automate the customer reorder process.

Mobile Reordering Include:

- Build Customer Loyalty
- Instant Reordering
- Increase Sales
- Capture Referrals



### Instructional Videos

Does your product require some assembly, either to construct it or to attach it to something else? Why not provide a video tutorial that your customers can watch by placing a QR code on your packaging.

Video Content Examples:

- Message From President
- Behind The Product
- Product Commercials

