

Rondo-Pak Introduces Imperceptible Digital Watermarking for Folding Carton Packaging

Technology Allows Brands to Reach Consumers with Expanded Marketing Messaging and Detailed Product Information at the Point of Purchase – All without Sacrificing Packaging Real Estate

Norristown, PA – Rondo-Pak, a leading provider of quality folding cartons to the pharmaceutical, biotech and medical device industries, now offers enhanced Digital Watermarking for folding cartons. Utilizing mobile technologies, the Digital Watermarks invisibly connect packages and other printed materials to interactive experiences on consumers' smartphones.

Digital Watermarking provides consumers with expanded brand messaging and detailed product information at the point of purchase. The result is multi-media customer engagement in real time – all without taking up valuable print real estate on a package, as would be the case with a 2D or QR code. Rondo-Pak's Digital Watermarking also can be integrated into customers' brand authentication and anti-counterfeiting strategies as an added layer of protection.

In addition to freeing up packaging real estate, the imperceptibility of Rondo-Pak's Digital Watermarking brings several other advantages. The Digital Watermarking does not require graphics or package redesign in order to be incorporated, nor does it detract from established brand image.

And since multiple codes can be embedded on the same package, the opportunities for expanded customer interaction are greatly enhanced. For example, a brand may want two Digital Watermarks on the same package so that one can focus on usage directions, while another provides a discount, coupons for future use, or loyalty program details. Other possibilities include instructional videos and relevant non-directional customer information.

Digital Watermarking is available for cartons produced at Rondo-Pak's primary plant in Norristown, PA, as well as its recently opened facility in San Juan, Puerto Rico. The new location offers world class climate-controlled manufacturing and warehousing space, and gives Rondo-Pak a foothold on an island well known for its flourishing healthcare products manufacturing industry.

“Rondo-Pak’s Digital Watermarking opens up a wide variety of possibilities for customer interaction and brand protection that are not attainable through traditional marketing and authentication techniques,” said Victor Dixon, President & COO of Rondo-Pak. “In addition to the countless opportunities for enhanced and expanded consumer interaction, brands utilizing Digital Watermarking build reputations for being cutting-edge and forward-thinking.”

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About Rondo-Pak

A subsidiary of Rondo AG, Switzerland, Rondo-Pak services the pharmaceutical, biotech and medical device industries by providing a broad range of quality folding cartons. The company has earned a solid reputation among packaging professionals for producing top-of-the-line cartons expediently and at competitive cost. Rondo-Pak’s sophisticated solutions include cartons for child resistant & senior friendly packaging, compliance packs and packaging for clinical trials. For more information, call (800) 254-0731 or visit www.rondo-pak.com.

About Medipak Systems

Medipak Systems stands for integrated packaging and inspection solutions for the international pharmaceutical industry and unites internationally successful companies with locations in Germany, Switzerland, Czech Republic and the United States. Nearly 1,300 highly trained employees and experts are working for Medipak Systems worldwide. A broad network of partners and sales agents assures a global presence for international customers. Medipak Systems is part of the Körber group, an international technology group with 10,000 employees and a revenue of 2 billion € in 2012. For more information, visit www.medipak-systems.com.