



**TURN UP THE POWER
OF YOUR PACKAGING**

“BUILD YOUR BRAND BY ENGAGING CUSTOMERS IN THE SHOPPING CORRIDOR AND AT HOME”

WHAT IS A “SPIN” LABEL?

Now, with “a simple turn of the label” your customer can learn the benefits of your product and the reasons for purchasing. The patented “spin” label is actually two labels, a top label and a bottom label. As the consumer spins the top label, information on the bottom label is revealed through a window, thus increasing labeling space on a package by approximately 75%.



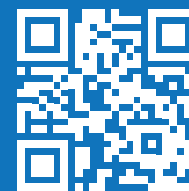
MULTIPLE CONSUMER TOUCH POINTS

IN THE SHOPPING CORRIDOR

- Garner attention, “touch me”
- Establish relevance
- Underscore benefits
- Communicate usage options
- Deliver testimonials
- Promote purchase
- Cross promote

IN THE HOME

- Reinforce value proposition
- Drive usage, usage frequency and efficacy
- Improve compliance
- Promote engagement with brand
- Educate on benefits and legacy of your product
- Cross promote
- Build continuity



ONLINE

QR codes linking to relevant brand content, educational information, social media sites, reminders, how-to-do's, what-to-do's, critical and timely brand messaging and user communities.

“POWERFUL PACKAGING INNOVATION & REAL ESTATE FOR MESSAGING”

MULTIPLE TECHNOLOGY OPTIONS

We work with multiple packaging vendors who are capable of providing labels in a variety of formats:



ROLL-FED



FULL BODY SHRINK SLEEVE



2-PLY PRESSURE SENSITIVE



CUT AND STACK

“SPINLABEL PROMOTES ENGAGEMENT, BUILDS LOYALTY, DIFFERENTIATES AT RETAIL AND DRIVES SALES”

SPINLABEL PROVIDES A UNIQUE LABEL PRODUCT THAT ENABLES:

- Valuable messaging space on a container, almost 2x current area
- Dynamic and flexible marketing platforms, in the hands of current and prospective consumers
- Multi-language labels - reducing SKU's and clutter, reinforcing corporate diversity ethos
- Corporate communications, brand stories, product benefits, testimonials and usage suggestions
- Cross sell and cross promotion copy
- Links to interactive applications, sites, QR codes, social media/lifestyle connections and other consumer engagement opportunities

1 RECIPES



2 CROSS PROMOTION



3 USAGE SUGGESTIONS



4 ENTERTAINMENT



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SpinLabel Technologies, Inc. is dedicated to building and licensing its unique labeling technology that builds brand value by engaging current and prospective customers in the shopping corridor and at home.

SpinLabel's proprietary, patented label technology enables a spinning label to increase messaging space by approximately 75%. SpinLabel is aligned with top label manufacturers globally to facilitate easy integration into most types of existing consumer product packaging.

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