

One instance where you really should think inside the box.

Braeburn
Apples

PLU 4103

SWEET FLAVOR AND CRUNCHY TEXTURE

Braeburn Apples are excellent for snacking, cooking or salads.

PER SERVING: 1 LARGE APPLE

130 CALORIES	0g SAT FAT 0% DV	0mg SODIUM 0% DV	25g SUGARS	5g FIBER 20% DV	8%DV VITAMIN C
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The Blanc Industries Signage and Display Group introduces New item inserts that unite smartphone savvy shoppers and cutting-edge technology with one easy scan!



The Blanc Industries Signage & Display Group

www.blancind.com

What is the QR Program?

The Blanc Industries Signage & Display Group Quick Response Program (QR Program) is an application offering value-added information to your customers. The QR codes embedded on our item inserts are scanned by consumers using their smartphones to instantly access product information, recipes or any customized content.



What is the Value?

The new QR Program takes the supermarket shopping experience to a whole new level. With one simple scan consumers have access to expanded information otherwise limited on conventional produce inserts. Our scan-and-select technology provides your customers with optimal exposure to on-demand nutrition, recipes, buying and storage tips and any additional customization your business requests or requires.

Why QR Codes?

QR Codes are the one-stop-shopping key to unlocking consumer trends and buying behaviors. According to Supermarket News (March 12, 2012), 64% of shoppers are interested in scanning product codes to gain more information. In a recent survey conducted by Zoomerang and AisleBuyer:

- 36% of smartphone-carrying shoppers say they have scanned in-store product codes to gain on-the-spot information.
- Nutrition analysis was a top search item.

In its Trends 2012 report, the Food Marketing Institute (FMI) released the figures of a survey conducted by Booz & Co. on in-store consumer activity. The results: 16% of shoppers used smartphones to track lists; 13% searched recipes; 9% or 1 in 10 shoppers searched their mobile devices for coupons, to track spending and research specific items; while 8% of shoppers checked prices.

What will happen when consumers scan?

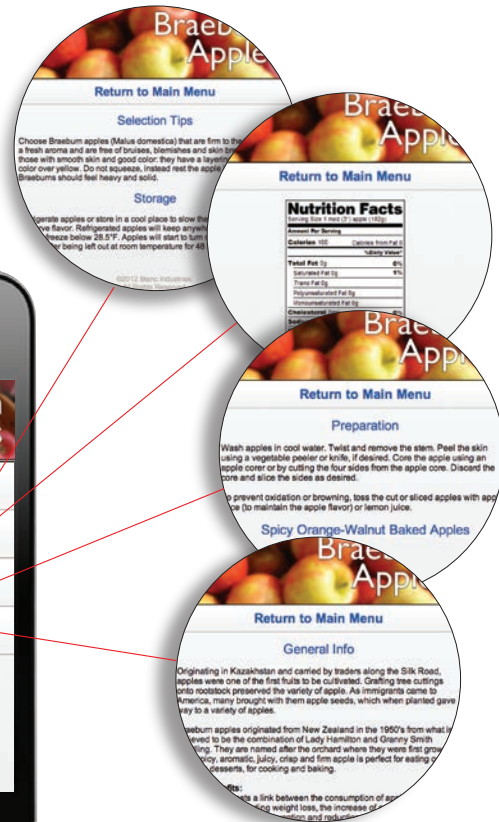
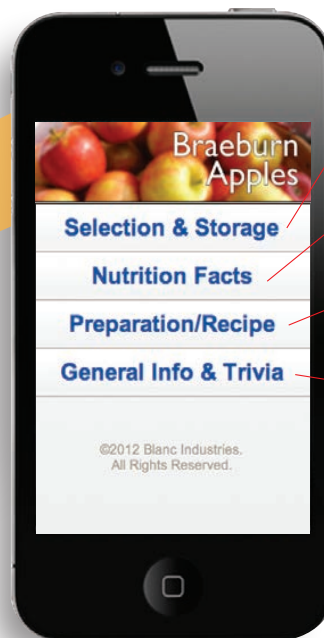
Step 1:

Scan the code on the insert
(If you don't have a QR Reader app, you can download one for free at the app store)



Step 2:

Select any tab to find out more



Once the QR code is scanned, customers are linked to the item's menu options.

Customers will choose from:

- **Selection & Storage:** An easy-to-follow guide to choosing the freshest produce and storage tips to prolong shelf life and discourage waste.
- **Nutrition Facts:** The U.S. Food and Drug Administration's Nutrition Facts Label and the new Facts Up Front format with information pertaining to each item. Aids in making smart choices for a healthful lifestyle.
- **Preparation & Recipe:** Super-simple steps to get the most from the produce, including ideas and a featured recipe highlighting its benefits. *It just may turn a fast-food forager into a celebrated chef!*
- **General Info & Trivia:** Expanded information of the scanned insert item. This prompt provides detailed information accompanied by a fascinating and/or fun factoid. In-the-know insight and a perfect conversation starter.
- **What is Organic? Why Buy Organic?:** Available with organic inserts. Here, a comprehensive, clear-cut guide supplies customers with the knowledge and purchasing power confidence to choose organic produce.

QR Supplemental Material Inserted in track along with item inserts

#B2111056 Large QR Code Supplemental Material Set

1-4	5-24	25-49	50-99	100+
\$143.00	\$125.85	\$114.40	\$100.00	\$85.50

Includes: "Large" set of QR Code Supplemental Material. (25) - 2-Track x 5 1/2" Inserts, (10) - 3-Track x 7 1/4" Inserts, (8) - 6-Track x 11" Inserts, (2) - 22" x 28" Stanchion Inserts

#B2111057 Small QR Code Supplemental Material Set

1-4	5-24	25-49	50-99	100+
\$66.00	\$58.00	\$52.80	\$46.20	\$39.60

Includes: "Small" set of QR Code Supplemental Material. (10) - 2-Track x 5 1/2" Inserts, (4) - 3-Track x 7 1/4" Inserts, (4) - 6-Track x 11" Inserts, (1) - 22" x 28" Stanchion Insert



2-Track x 5 1/2"



3-Track x 7 1/4"



6-Track x 11"

Introducing New QR Code Product Name Inserts!

Simply scan and select to access valuable expanded information.

Step 1: Scan the code on the insert. If you don't have a QR reader app you can download one for free at the app store!

Step 2: Select any tab to find out more.

Once the QR code is scanned, you are linked to the item's menu options.

Select from any of the tabs:

- Selection & Storage:** An easy-to-follow guide to choosing the freshest produce and storage tips to prolong shelf life and discourage waste.
- Nutrition Facts:** The U.S. Food and Drug Administration's Nutrition Facts Label and the new Facts Up Front format with information pertaining to such items. Add-in making smart choices for a healthier lifestyle.
- Preparation & Recipes:** Super-simple steps to get the most from the produce, including ideas and a featured recipe highlighting its benefits. It just may turn you from a fast-food forager into a celebrated chef!
- General Info & Trivia:** Expanded information of the scanned insert item. This prompt provides detailed information accompanied by a fascinating and fun factoid, in the know straight and a perfect conversation starter.
- What is Organic? Why Buy Organic?:** Available with organic inserts. Here, a comprehensive, clear-cut guide supplies you with the knowledge and purchasing power confidence to choose organic produce.

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22" x 28" Stanchion Insert

Customization:

Anticipating and accommodating your customers' expectations, while positioning your business ahead of the competition. Everyone shops at supermarkets; the key is to create a customer experience that prompts shoppers to choose your store over the competition.

With a customized program anything is possible. We can link to your main website, ecommerce site or application with ...



... coupons

... in-store promotions

... additional recipes

... cooking and health tips

... podcasts

... or any other information pertinent to your business.

The Benefit:

Personalized content can track customer behavior, trends and analytics unique to your stores or website, while providing essential information for your business. Implementing a customized QR program will build customer trust, confidence and loyalty ensuring your place ahead of the competition.

QR Code Insert Sets Pricing

Our full color 2- and 3-Track QR Code Insert Sets include the same names, consumer-friendly tips and high-resolution product photographs as featured on our regular item inserts, along with a QR Code. The inserts fit all our track systems.

2-Track QR Code Insert Sets



#B2111058: 2 3/4" h x 5" w Set includes: 718 Items

Includes: "Large" set of QR Code Supplemental Material.
(25) - 2-Track x 5 1/2" Inserts, (10) - 3-Track x 7 3/4" Inserts,
(8) - 6-Track x 11" Inserts, (2) - 22" x 28" Stanchion Inserts

#B2111058 Facts Up Front™ with QR Code Produce 2-Track Full Color Set -718 Items

1-4	5-24	25-49	50-99	100+
\$4000.00	\$3335.00	\$2835.00	\$2425.00	\$2099.00

3-Track QR Code Insert Sets



#B2111059: 3 3/8" h x 7 3/4" w Set includes: 407 Items

Includes: "Large" set of QR Code Supplemental Material.
(25) - 2-Track x 5 1/2" Inserts, (10) - 3-Track x 7 3/4" Inserts,
(8) - 6-Track x 11" Inserts, (2) - 22" x 28" Stanchion Inserts

#B2111059 Facts Up Front™ with QR Code Produce 3-Track Full Color Set -407 Items

1-4	5-24	25-49	50-99	100+
\$2425.00	\$2025.00	\$1725.00	\$1475.00	\$1290.00

2-Track QR Code Organic Insert Sets



#B2111060: 2 3/4" h x 5" w Set includes: 249 Items

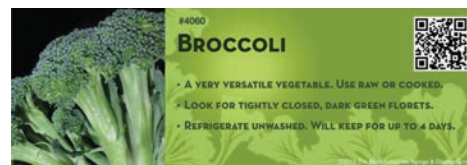
Organic Set Includes: "Small" set of QR Code Supplemental Material.
(10) - 2-Track x 5 1/2" Inserts, (4) - 3-Track x 7 3/4" Inserts,
(4) - 6-Track x 11" Inserts, (1) - 22" x 28" Stanchion Insert

#B2111060 Facts Up Front™ with QR Code Organic Produce 2-Track Full Color Set -249 Items

1-4	5-24	25-49	50-99	100+
\$1495.00	\$1230.00	\$1048.00	\$895.00	\$780.00

PhotoReal Light QR Code Insert Sets

2-Track x 7 1/2" Photo/Name & Info Set



#2111083: 2 3/8" h x 7 1/2" w Set includes: 491 Items

Includes: "Large" set of QR Code Supplemental Material.
(25) - 2-Track x 5 1/2" Inserts, (10) - 3-Track x 7 3/4" Inserts,
(8) - 6-Track x 11" Inserts, (2) - 22" x 28" Stanchion Inserts

#2111083 PhotoReal Light with QR Code 2-Track x 7 1/2" w Set -491 Items

1-4	5-24	25-49	50-99	100+
\$2500.00	\$2050.00	\$1779.00	\$1528.00	\$1315.55

All QR Code Insert Sets include a tray organizer



The Blanc Industries Signage & Display Group

East Coast: 888-332-5262 • West Coast: 800-347-6352 • www.blancind.com