

# ***CUSTOMprint+***

*High Performance Variable Print Solution for inline Packaging*



*“Engage your Shoppers from Shelf to Pantry !”™*

**FAST**technology  
GROUP

# **CUSTOMprint+ is a Powerful Packaging Line Add-on Solution .....**

**that can be easily integrated with Mobile and Social Media Targeting Strategies !!**

## **Why CUSTOMprint+ Now?**

*Today's retail environment poses new packaging challenges....*

- **Retail and eCommerce are converging**  
Online purchases of customized and personalized packages is accelerating.
- **Packaging and mobile** are now delivering the retail & in-use brand experience."<sup>2</sup>
- Consumer affinity for **neighborhood localization & sense of community**.
- **More** price sensitive shopper with an increasing reliance on **coupons (IRC's)**
- **Retailer priorities changing.....clean-aisles, just in time inventory, sustainability.....**

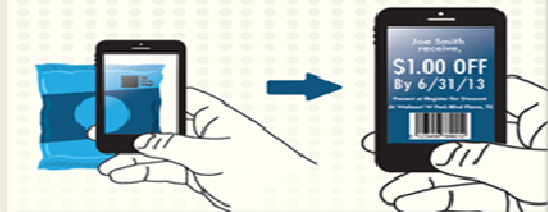
In spite of these changes,  
**"More than 70% of  
shopper purchase  
decisions are made in  
store aisle"**<sup>1</sup>

## ***Application Examples***

### **1. Short-Run Strategy Execution**

#### **END-TO-END ONPACK SHOPPER ENGAGEMENT IN 3 EASY STEPS!**

- 1 **CREATE In-House**
- 2 **EXECUTE Onpack**
- 3 **ENGAGE From Shelf To Pantry**



### **2. Increase On-Shelf Inventory Effectiveness**

#### **DRIVE SALES OF AGING INVENTORY AS IT NEARS EXPIRATION DATE!**

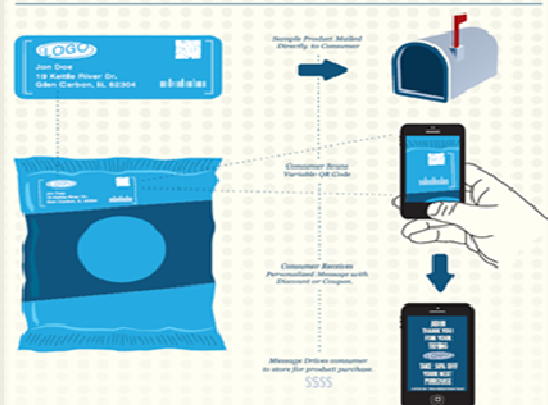
Serialized OnPack QR codes increase discounts as "Sell by" date approaches.



Scan at Point of Sale.  
Add to Shopper Rewards Card.  
Print and Save.

### **3. Sophisticated Sampling Campaigns**

#### **INSTANTLY DIRECT MAIL PRODUCT SAMPLES USING THE PACKAGE ITSELF AS THE MAILER.**



# Expandable CUSTOMprint+

*Grows as your promotions & targeting needs develop*

Interface to Planning System

FASTech Packaging Controller

CUSTOMprint+

**Start Small !**

Packaging Line

ExistingPrinter

Printer

Printer

Printer

(Version A)

(Version B)

(Future)

Cartoning Options

Carton  
Printing A

Version A

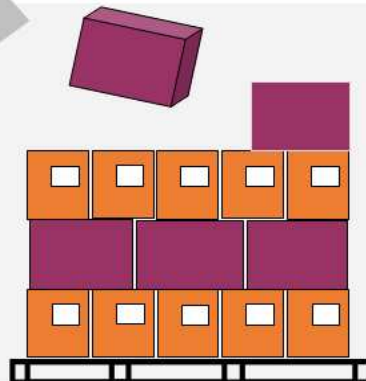
Carton  
Printing B

Version B

**Handles the future as well**

Intelligent Palletization

Route Sequenced  
or  
Retail—Ready Pallet POS



# CUSTOMprint +

*High Performance Variable Print Solution for inline Packaging*

## Systems Features

- ◆ Scalable industrial architecture for easy deployment
- ◆ CUSTOMprint + software optimized for intuitive operator set-up and operation including touch-screen controls
- ◆ Incorporation of target-marketing databases into production line
- ◆ Variable data imaging with interface to variety of industry standard print technologies
- ◆ Interface to palletizer for route sequenced intelligent palletization
- ◆ SKU Custody tracking
- ◆ Vision based SKU verification with interface to customers Manufacturing Planning



## Specifications

Power Requirements : 110v / 10A

Operating Speed— 150 pph

Packages per minute - Printer Dependent

Interface to Standard FFS & mfg. planning systems

Printer Interface— Videojet / Domino / Image / Other

Carton Printing: Print Imaging array Size: (Printer Dependent)

Graphic Fonts

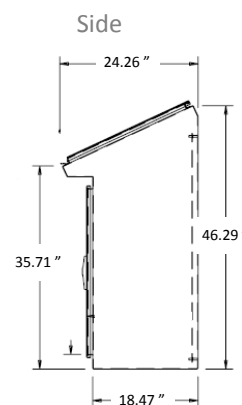
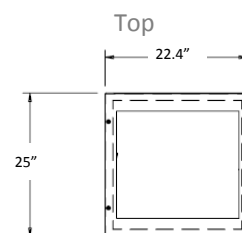
Barcodes Supported

Annunciation—Optional Overhead Display

Image Verification; Camera, Barcode Readers Photo sensors

Field Device Connectivity: Labelers, RFID, CIJ, Imprinters, TTO, Auxiliaries

Dimensions :



St. Louis • Chicago • Dallas • Cleveland • Cincinnati

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

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