

Huge success of innovative technology as marketing tool is scientifically confirmed

Chemnitz 12.04.2010. printechnologies GmbH, world-leading developer of electronic components for printing machines, is developing a new kind of marketing tool. The little cards are made of conventional paper and look like any other small paper cards. But these cards come with an invisible data chip printed directly onto the paper, at hardly any extra production cost. "A big advantage is the versatility of our data memory," said Sascha Voigt, director of printechnologies GmbH. "Our data memory can be invisibly integrated into almost any paper product, no matter what shape or size, and it cannot be copied." In addition, the new intelligent flyer remains non-toxic, recyclable and almost as affordable to produce."

SATURN, a specialist electronics shop in Chemnitz, was the first to use this technology as a sales promotion tool in a new kind of competition. "Customer response was huge," said director Mario Kessler from Chemnitz. "We were able to identify a distinct increase in customer frequency from this marketing exercise, and customers were excited by the brilliant idea". The competition tickets from Chemnitz-based printechnologies were distributed through various channels: at celebrations, placed in magazines, and given to customers making a purchase at the electronics shop.

Competitions like this are just the start of a whole range of new concepts in sales promotion. Another advantage of this new method is its measurability. "Now for the first time I can know with the push of a button where my advertising budget is best placed," continued Mario Kessler. "If the cards are distributed in magazines, the system automatically knows which card came from which magazine. That way, I have for the first time an exactly measurable newspaper advertisement." The success of this new sales promotion tool was also scientifically investigated in an accompanying study by the Department of Marketing and Business Management Studies at the TU in Chemnitz. "Simplicity in use, rapidity of the system and the fact of not having to register to participate were seen by customers as especially important and satisfying," said Prof. Cornelia Zanger.

After this impressive first application, Printechnologies GmbH are now planning an international rollout of the technology. "We already have concluded first contracts with international concerns", says Sascha Voigt. "And of course it helps that our products can be produced world-wide in many locations."

About Printechnologies:

Printechnologies (new name, formerly Menippos GmbH) has transformed from a systems integrator into a technology developer. We are proud to present the first production ready and market proven fully printed identification system and a new type of easy-to-integrate printed battery. We offer innovative new features for marketing, publishing, toys, logistics, ticketing and counterfeit protection.

Our printed identification tag can be printed directly into the end product and offers the same features as a nearfield-RFID tag but at extreme low cost und environmentally friendly.

Our printed battery offers an innovative way of printing and integrating a power source with wide varieties of easy and product-friendly customization and integration.

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