

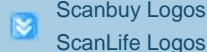


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Scanbuy Partners with DuPont and Printpack to Bring 2D Barcodes to Flexible Packaging



Partnership Provides Extended Packaging Solution to Major Consumer Brands Using the Mobile Camera Phone

New York, NY (PRWEB) July 15, 2009 -- Scanbuy Inc., a global leader in mobile marketing solutions, today announced a joint agreement with DuPont Packaging & Industrial Polymers (P&IP) and Printpack Inc. to use Scanbuy's 2D barcode technology for flexible packaging applications. Printpack, one of the largest flexible packaging converters in the United States, will partner with DuPont P&IP to offer this interactive technology solution to global customers.

Scanbuy's 2D barcode solution, called [ScanLife](#), immediately connects any physical media to mobile information and content through the camera phone. The technology removes the need to type in long URLs or search by keywords on the phone. With the help of Printpack, these 2D barcodes can now be placed on virtually any flexible packaging surface from shrink sleeves on beverages to pillow pouches for salty snacks, allowing a marketer to extend information and content on to the mobile phone.

"We are very pleased to be expanding our existing partnerships with Scanbuy and Printpack," said Carolann Haznedar, global business director, DuPont Ethylene Copolymers. "Printpack's flexible packaging technology will allow us to offer a more complete solution to our customer base of major consumer good manufacturers."

Printpack's Market Development Manager, Tom Seidel, added; "Our customers are constantly in search of new and innovative ways to connect with consumers. 2D barcode technology offers an item-level, on-the-spot consumer experience that takes interactive packaging to a whole new level."

Scanbuy's technology supports all major code formats, including the EZcode which can be printed at smaller sizes than most other formats. This is especially important for packaging applications where space is extremely valuable, such as energy bar or snack food wrappers. The codes allow a customer to get recipe ideas, coupon offers, nutritional information, and more; directly from their favorite product.

"Partners like DuPont P&IP and Printpack are committed to taking this technology to the next level of market deployment," said Jonathan Bulkeley, Chief Executive Officer of Scanbuy, Inc. "These agreements are vital in completing the value chain as our audience size grows to millions of people around the world."

Scanbuy's technology has been commercially deployed by leading mobile operators and handset manufacturers in France, Spain, Italy, Denmark, Mexico, and the United States. The mobile application is supported by every operating system and is now being preloaded on new handsets. People can download [ScanLife](#) from their mobile browser at www.getscanlife.com.

About DuPont P&IP & Printpack

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

Printpack is a privately-held manufacturer of flexible and specialty rigid packaging headquartered in Atlanta, Georgia, in the United States. Employing 4,500 associates worldwide, the company operates 26 manufacturing facilities in the United States, Mexico and Europe.

About Scanbuy

Scanbuy is the leading global provider of mobile marketing solutions that use the camera phone as the link between the physical world and the digital world. The [ScanLife](#) client application and Code Management Platform have been successfully deployed and supported by leading mobile providers and handset manufacturers in the United States, Mexico, France, Spain, and Denmark. Media companies and marketers use the platform to create and manage measurable 2D

barcode campaigns, extending brand engagement onto mobile devices.

Founded in 2000, Scanbuy has a strong and growing intellectual property base in 2D barcode technology. The company's investors include Longworth Venture Partners, Masthead Venture Partners and Hudson Ventures

For more information on Scanbuy, please visit www.scanbuy.com or www.scanlife.com.

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