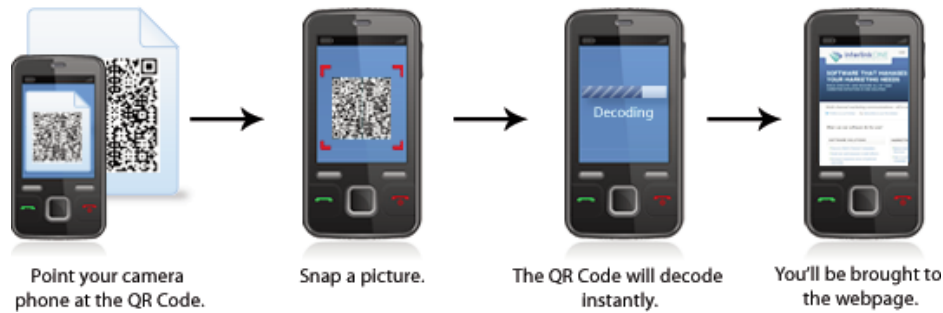


Making Print Interactive

As a leader in print marketing innovation, Elk Grove Graphics is offering QR Codes to make print more interactive. QR Codes (Quick Response Codes) are 2-dimensional bar codes that are readable via smart phones with a simple application download. They have become the preferred link between printed marketing collateral and the mobile internet advertising market.

Users with a camera phone equipped with the correct reader software can scan the image of the QR Code causing the phone's browser to launch and redirect to the programmed URL.

Here's how it works:



QR Codes Examples and Ideas:

- **Coupons:** Virtual coupons are a quick way to offer both online and offline discounts or rewards.
- **Websites:** Use the QR Code to drive more traffic to your website.
- **PURLs:** Personalized URLs are proven to increase response rates; make them easier to use by embedding a QR Code in your direct mail piece.
- **Online Ordering:** Simplify the process by putting a QR Code in your printed catalogs, price lists and other promotional material.

1. **Take a Picture of Me with Your Smartphone!**



2. If nothing happens, you probably will need to download a free reader. Do so by going to www.scanlife.com on your smartphone.

Elk Grove Graphics is able to assist your company in the creation, implementation and data collection of QR Codes in your print marketing collateral. For more information on how you can incorporate our suite of communication solutions into your marketing strategy, please contact your sales representative, 847.439.7834, or e-mail us at marketing@elkgrovegraphics.com.