

How It Works

SmartLabel™ information is readily available anywhere a consumer has Internet access. Consumers simply scan QR Codes on product packages, or search online to gain instant connections to specific information supplied by

the brand owner. Facts are clearly presented on a landing page in a consistent format across all product lines, including unique details such as where and how products are made and exactly what they contain.

Delivering the SmartLabel™ Experience



The Scanbuy Difference

- Global leader in QR Code Technology — and has been for years
- 15+ years of experience in the industry
- - 100+ countries and 23+ languages
- 150+ brands and 55+ product lines
- #1 in the industry for QR Code quality
- 100% customer satisfaction

Good Questions to Ask When Selecting a QR Code Provider

- Do you offer brands short URLs?
- Do you offer editable QR Code destination URLs?
- Do you collect analytics around scanning?
- Do you offer a single QR code for multi-country and multi-language needs?
- Do you assign a customer support team?
- Do you have API services to integrate into SmartLabel™ systems?

QR Code Packaging Quick Tips

- Do not violate the QR Code quiet zone when placing on package
- Do not scale a print-ready QR Code
- Be careful with QR Code color selections



Scan to learn more about mPackaging for Smartlabel or contact us at

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