

How is the market using QR codes?

CROSSVILLE INC

Crossville Inc is an American tile manufacturing and distribution company. They are committed to responsible, eco-friendly practices and use QR codes as a sustainable alternative to traditional marketing in terms of providing tile samples to the market place.

The QR codes are used for their Sustainable Samples Kit with all tiles featuring a QR code on the back to offer product details via smart phone. The app the QR code links to enables real product samples to be automatically ordered.

Through the use of QR codes, Crossville Inc is able to track all scans and user activity for their whole system. The benefits that Crossville Inc has been able to realise through their use of QR codes are:

- **Increased sustainability**
- **Reduced printing costs**
- **Better direct consumer interaction**
- **Greater market insights**
- **More value for distribution partners**
- **Positive industry buzz**

OFM

OFM is a leading office and school furniture manufacturers, distributors and wholesalers. For the first time they are using QR codes in their 2012 product catalog.

Half of the QR codes featured link to informational product videos while the other half take users to product specification pages.

Most companies in the furniture manufacturing industry do not utilise interactive technology meaning that OFM's adoption of QR codes sets them apart from their competitors. The use of QR codes means their customers can access information about their products whenever and wherever.

