

EZ codes and QR codes

Allsteel is introducing a powerful new way to engage customers by giving them instant access to product information, connecting them to website content, or allowing them to watch an animation or video simply by scanning a 2D barcode with their Blackberry, Android, or iPhone. Instead of relying on passive packaging and advertising to drive customers to electronic materials, menu-based EZ codes and single-action QR codes enable Allsteel customers to interact with information on a real-time basis.

ScanLife is the leading provider of advanced barcode marketing solutions and offers unique code actions that other code systems can't provide. ScanLife codes can instruct a smartphone to do much more than just launch a URL, triggering exclusive and innovative code actions such as Menus, Instant Win Scans, Twitter, and more. That's why Allsteel made the decision to use ScanLife codes on our marketing materials beginning with Gather and Involve.

In addition to codes on brochures and other collateral materials, there are two leave-behind business cards with the Gather and Involve EZ codes printed on them to share with customers. Samples shown below can be ordered from Allsteel Advantage, accessible through Synergy.

To use the EZ codes, go to getscanlife.com from your mobile browser and download the ScanLife app. Once the application is installed, use it to scan the EZ codes shown below.

Gather, Form # A8130



Involve, Form # A8131

