QR Code Information Sheet

QR Code (abbreviated from **Quick Response Code**) is the trademark for a type of matrix barcode (or two dimensional code) first designed for the automotive industry. Recently, QR codes have become popular in many industries due to their fast readability and large storage capacity compared to standard UPC barcodes. The code consists of black modules (square dots) arranged in a square pattern on a white background.[1]

Since SmartPhones have effectively put a barcode reader in everyone's pocket, QR codes have now become a primary means of advertising for many brands. If you place a QR code on your product label or packaging, the consumer (using their SmartPhone) can scan the code and be taken directly to a landing page, promotional movie, special offer, etc.

According to Internet Retailing magazine, during the month of June 2012, 14 million mobile users scanned a QR Code or a barcode. 58% of those users scanned a QR or barcode from their home, while 39% scanned from retail stores. QR codes have, in fact, become one the best means to communicate with the consumer right before they make their purchase decision.[2]

Creating the QR code is simple. Just go to http://qrcode.kaywa.com/ (or a similar website) and follow the simple instructions. The QR code will be instantly generated and you can save it to your desktop or just copy/paste it right into your promotional material.

As far as printing goes, that's easy as well. Simply embed the QR code into your artwork wherever you'd like it to appear. If you're having any problems with this, Imprimus' Graphics Department is happy to help. In fact, if you scan the QR code below you'll be taken directly to the imprimus.com website.

For more information on QR codes, call Imprimus at (714) 671-9577
or visit us online at www.imprimus.com.

1. Wikipedia
2. Internet Retailing