

Variable Imaging, Variable Data

Boost Rewards uses variable data for their employee recognition management business

Selling Success

Boost Rewards, a division of Shumsky Enterprises, has teamed with Amazon.com to provide superior incentive and consumer reward fulfillment through a Web-based platform. The program uses a Cogz™ reward that is given to an employee as an award for performance, wellness, retention, etc. Each Cogz reward has a unique id number that allows the employee to log on to redeem their points in the Rewards Store. Working with Label Works, Boost Rewards found a variable print solution for a uniquely numbered label that is then applied to the Cogz reward. These unique numbers exist within color-coded sets supplied from Boost Rewards to Label Works in a data file.

Selling Ideas

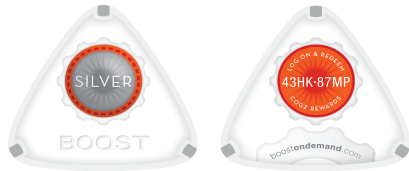
Variable printing involves changing one or more elements, label to label. The variable information can be in the form of data, text, barcodes, images, backgrounds of any combination. Great for applications such as:

Personalization - Print individual names for targeted promotions and marketing campaigns

Variable Imaging - Print unique photos or images on each label for enhanced product experience and customer engagement

Changeable Data - Print unique numbering patterns, consecutive numbers or barcodes to distinguish product lines, track programs or provide unique logins for online contests

Versions - Print special versions and brand subsets for target audiences to compare and gauge customer response



Boost Rewards: 1 color labels with unique variable data, reverse imprint