



NFC Labels

(Near Field Communication)



How to interact with your customers using NFC

NFC chips are versatile and make it easy for your customers to interact with your printed content. Users can 'tap' their phone or other NFC-enabled devices to the NFC chip to initiate the device to perform an action. We can place an NFC tag under your QR codes to have greater compatibility and raise your response rates.

NFC technology offers an opportunity to make use of mobile devices to build stronger relationships with your customers.

NFC technology enables communication between two NFC-enabled devices (for example an NFC device and an NFC chip). NFC chips are small and cost effective to produce, and easy to add to print materials such as mailers or posters in the form of small stickers.

Call / Message

Tap your NFC-enabled device to an NFC card and automatically dial or load a phone number into the users phone or messaging app.

Email

Compose an email in the users preferred program with your email address already imported. Great for business cards!

Website

Get users back to your website so they can get more information and easily contact you. This is very useful for registration forms or collecting email addresses.

Apps

Load an app in the mobile marketplace for quick and simple downloads.

Video

Load a product demo or instructional video – Great for displays or postcards!

Social

Boost your social media traffic by loading Facebook or Foursquare at your location, prompting more likes, check-ins, and reviews.

Wifi

Use an NFC tag to automatically log users in your office into your wifi network.

Applications

- Printed and promotional materials
- Posters and signs
- Business cards
- Packaging and labels
- Tradeshows
- Mailers

