



About iM8

iM8 is an Irish technology company who has developed an app based ecosystem, based on Blockchain technology, which allows brands to create unique labels for their products.

The iM8 label gives every single product its own individual fingerprint. Applying an iM8 label to your products gives each product an individual identity, allowing you to protect your brand and connect with your customers.

iM8 labels can be stickers, fabric care labels, swing tags, NFC chips, or can be provided in Digital format so that you can use your own printers.

The labels are scanned by your customers using their mobile phones. When the label is scanned, our system verifies that the product is genuine, displays the product details on the customers phone and gives them the chance to communicate directly with you.



Individual, Interactive, Digital Labels

Giving
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What's the big deal about an individual label?

PROTECTING YOUR BRAND AND CONNECTING YOUR CUSTOMERS

By using a unique label for every product, you protect your brand, protect your customers and have the opportunity to build a direct relationship with every customer.

The iM8 label is a mark of quality, it authenticates your products, ensuring that only genuine products are sold, and that your customers are protected from fakes.

Every time the label is scanned you can display your brand information, offer the customer the chance to purchase additional products, display promo videos, link to your social media – in fact the possibilities are endless.

It's all about building a direct customer database, allowing to profile your customers and generate additional revenue.



WANT TO USE YOUR OWN PRINTER TO PRODUCE YOUR LABELS?

No problem, we have the solution for you! We can create your labels in a digital format, we send it to your printer, they upload it to their printing software and they can produce all of the labels for you locally. Simple.

LINKING THE LABELS TO PRODUCTS

When you order labels from us, we ask you to fill in a product details form. Here you give us details of the products which you want the labels for.

We import this file into our system, which creates your products in our database, creates the labels and sends them to print.



flexible label solutions for your business

STICKER LABELS

The simplest, and perhaps most flexible label, is the sticker label.

This can take the form of a simple white sticker which you can affix to your own swing tags, it can be a wine label, or it can be a highly complex label, for instance the type of label which is attached to new vehicle tyres.

You can choose the design, integrate the design with your existing labels or create something totally new. Every sticker label will have a unique iM8 QR code which is directly linked with a specific product within our database.

NFC TAGS

NFC tags are the latest generation of tagging technology.

NFC tags are similar to the chip on a credit card which allows the card to be 'tapped' to pay for an item.

NFC tags come in various formats, from the simplest sticker type to a custom made item (like a button or metal label attached to a product).

NFC tags require no power and are ideal for everything from shoes, bags, leather goods, jewellery, perfume, high end clothing, sports clothing and many other products. NFC tags can be designed to be highly durable and last for easily a decade.

FABRIC CARE LABELS

Care labels are made of fabric and are designed to be sewn into clothing or apparel. These labels have the advantage that they remain attached



to the product for life and give you the opportunity to have a continual direct dialogue with your customer.

The fashion industry is also utilising these types of labels to promote their sustainability messages. When the customer scans the label they can see

where the product was manufactured and what the brand is doing to promote good working practices for factory workers. When the product is no longer required, the brand can take back the product for sustainable recycling, with the customer being offered an incentive and the brand being able to demonstrate exactly how many of it's products are being recycled in a sustainable manner.

SECURE ASSET TAGS

One iteration of the 'sticker' label is an asset tag.

This label is made from specific highly adhesive and durable material and is designed to be placed on a physical asset.

The precise location of the asset is recorded each time the asset tag is scanned, allowing for highly effective and secure asset management.



CUSTOM SOLUTIONS

Our design team is standing by! We like custom solutions. We have developed label technology for everything from aircraft parts to cheese! Give us a challenge – the more fun, cool and interesting the better 😊



YOUR BRAND, YOUR CONTENT

We ask you to tell us what content is to be displayed when the customer scans the label.

This content typically includes the product information and images, and can also include links to your website, social media pages, videos, and really anything you like!

You are always in control of the content.

Some of our clients regularly change the content, which encourages their customers to re-scan their labels frequently, allowing for a deeper relationship with your customer.



MULTI SUPPORT CHANNELS

We are here to help you!

Send us an email or raise a trouble ticket on our help desk system and we'll get right back to you.

You can even be old-fashioned and use the phone to call us ☺

We like to chat.