

TOPFLIGHT INNOVATIONS

Mass Customization with HP Mosaic SmartStream: EXPAND YOUR BRAND!

Today's consumer craves an individual experience. Capture your customers with unique labeling and packaging that lets them know that they are one-of-a-kind. "Customization on a global scale is the next frontier for brands," says Doris Brown-McNally, Worldwide Brands Business Development Manager, HP.

When used in tandem with the HP Indigo WS6800 Digital Press, the HP SmartStream Mosaic software is a random image generator which creates a variety of unique graphic images from one original vector PDF, or seed file. Through random transformation of the file, using scaling, transposition and rotation, one seed file can produce up to 500,000 unique and reproducible variations. With Mosaic, VDP goes beyond substituting text, static photos and messages, to easily producing exclusive graphic designs for each consumer or product.

The iconic Diet Coke brand of soft drinks launched the latest campaign using Mosaic in September 2016 in Canada. The brand's 3-month *One of a Kind* marketing blitz produced millions of individually-labeled Diet coke bottles, each and every one with a unique graphic.



<http://www.canadianpackaging.com/features/multiple-personalities-may-2017-canadian-packaging/>



In today's age of technology and social media, brand loyalty is achieved by providing a unique, personal and sharable experience to the customer.

