

Scantech launches pandaTAG - The first complete turnkey mobile marketing solution

pandaTAG is a full commercial solution for Near-Field Communication (NFC) technology integrated into printed communications and marketing campaigns.

HEATHFIELD, EAST SUSSEX, UNITED KINGDOM, March 6, 2015 /EINPresswire.com/ -- By



We help companies to take advantage of this rapid adoption by offering a unique, complete turnkey solution incorporating everything an organisation needs to get started with NFC.

Craig Stephens, Sales Director

integrating NFC technology into a wide range of printed items, Scantech enables businesses to connect to their audience via an interactive channel that can track behaviour, collect data, process orders and much more – in seconds – using the customer’s smartphone.

“The NFC technology opens doors for all sectors to engage closer with their audience, using the recipient’s own mobile phone as the communication channel”, says Craig Stephens, Sales Director at Scantech. “It’s so flexible, that we still haven’t seen one vertical which couldn’t benefit from NFC in some way. A charity can enable quick and easy donations via a Giving Poster, while a food producer may prefer to offer

recipes and cooking videos to users’ phones in the supermarket.”

Payment giants VISA and MasterCard are also continuing to invest in the NFC technology for added functionality. “At the moment, NFC is the fastest growing technology for payments, loyalty schemes and consumer engagement”, says Craig Stephens. “We help companies to take advantage of this rapid adoption by offering a unique, complete turnkey solution incorporating everything an organisation needs to get started with NFC.”

NFC is a form of contactless communication between a device, typically a smartphone, and a tag. Contactless communication allows a user to hold the smartphone over a NFC compatible device to send information without needing to touch the devices together, or go through multiple steps setting up a connection.

The Scantech NFC package comprises a full suite of NFC tags, signage, bespoke app development or off-the shelf apps, as well as tracking and reporting solutions. The entire project is managed fully in-house, from start to finish, by a crew of experienced developers and print technicians.

“We’re the UK leaders in providing integrated NFC print solutions”, Craig explains. “Our flexibility as a printing business and technological expertise means that we can produce NFC-enabled marketing collateral, display decals, point-of-sale graphics and much more – tailored exactly to the customer’s requirements”.

Some of the most notable successes Scantech have seen include the rollout of NFC-enabled parking meters via PaybyPhone across the UK and France. As adoption of the technology increases, Scantech has been continuously refining their materials, methods and process management tools

since 2012, to provide market-ready solutions with total customer confidence.

At the Technology for Marketing & Advertising event at Olympia, London on 25-26 February, Scantech also showcased a full range of print services across all levels of complexity and size, as well as supporting design, marketing, web development and mail fulfilment services.

About Scantech

With more than 20 years' experience in the print, scan and marketing communications industry, Scantech Lithographic Ltd has the unique strength of bringing together a complete range of printed and mobile communications services under one roof.

Whatever the print requirements – brochures, magazines, catalogues, packaging, display materials and more – Scantech recognises the importance of working closely with the client to ensure the desired results are achieved within the required timeframe. This means excellent quality and attention to detail with the personal service which is the trademark for all Scantech does.

Find out more at www.scan-tech.co.uk.

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