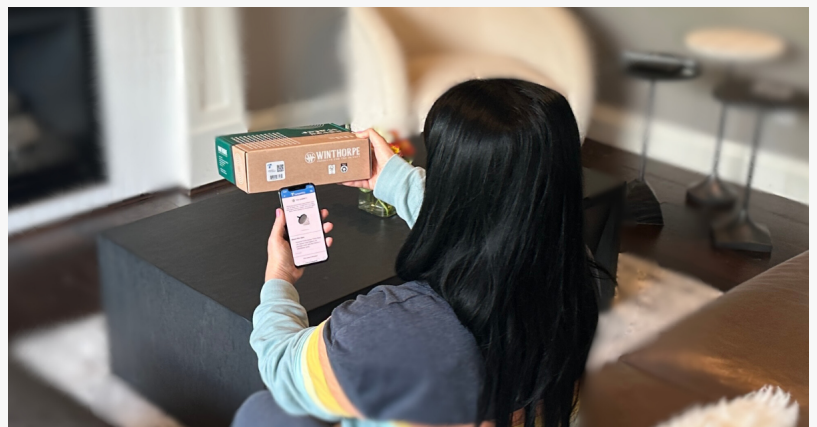


Winthorpe Conservation Enhances Customer Trust and Engagement with Amazon's Transparency Program and Clever Packaging

The product packaging features multiple QR codes, enabling customers to verify product authenticity or view video instructions and get instant product support.

SAN DIEGO, CA, US, August 15, 2024 /EINPresswire.com/ -- Winthorpe Conservation's merchandise is now under the protection of Amazon's Transparency Program. Every product includes a distinctive QR code embedded in the UPC label on the packaging, enabling customers to verify product authenticity by scanning the code using their Amazon app on their smartphone. Once scanned, customer's can find insights into product origins and links to the brand store.



Customer scanning the Amazon Transparency Badge and QR code on the Winthorpe Conservation product packaging using the Amazon app on their smartphone.

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As a brand that values sustainability and transparency, the Amazon Transparency Program aligns perfectly with Winthorpe Conservation's core values and will help us maintain the trust of our customers.”

Chris Breikss

The Verified by Transparency Badge appears on product listings in the Amazon store. This additional security measure not only assures the legitimacy of our products but also fortifies defense against counterfeit goods and unauthorized resellers. This transparency fosters customer trust, underscoring our dedication to ethical and sustainable practices. At Winthorpe Conservation, safeguarding our brand and customers from counterfeit products is paramount. Our participation in Amazon's Transparency Program demonstrates our proactive stance against unauthorized product distribution, ensuring a positive customer experience.

Beyond transparency our packaging features additional mobile-friendly ways to experience the product and the brand. Included in the interior of the packaging are additional QR codes that help the customer with their purchase. For example, there is a QR code that directs to video instructions instead of printed ones, enhancing customer experience and reducing paper usage. Another QR code links to customer support and live chat for swift assistance on mobile devices. All of these initiatives, and clever product packaging, aim to boost customer loyalty and engagement. To experience the Amazon Transparency Program in action, view the rain shower heads in the [Winthorpe Conservation store on Amazon](#).

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Winthorpe Conservation Logo



Founder, Chris Breikss

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