

Castrol Case Study

Castrol's requirement was to print QR codes for their Castrol Fast Scan App. Castrol Fast Scan App is for usage by Castrol dealers and mechanics who buy Castrol products. Castrol Fast Scan App helps scan and validate QR codes on redeemable coupons in selected packs of Castrol products. These validated coupons would result in instant credit of the coupon value to the bank account updated by the user on the Castrol Fast Scan App. Trigon Digital Solutions played an important role in printing QR codes for the Castrol's fast can app.

The total quantity of QR codes which were to be printed was 2cr. It was challenge for us as it was a totally new concept in the industry. This kind of printing was never done by anyone before.

As this was a totally new concept for us and in the industry, we had to work right from scratch to avoid and overcome hurdles in the production flow in an efficient manner. High speed continuous feed colour digital press machine was used that held the promise to offer customer with production efficiencies. We were successful in achieving what lubricant customer needed with respect to thickness of the wad, readability, crispness of the QR code, ink density etc.

We could provide the solution right from raw material till the final punching of the wad. By providing QR printing we have levelled up our capabilities in Variable Data Printing and Printing Industry.

QR CODE



Labels with QR Code

