



WAT COUPON™

Secure Your Packages, Engage Your Customers

Patent Pending



WHAT IS THE WAT COUPON?

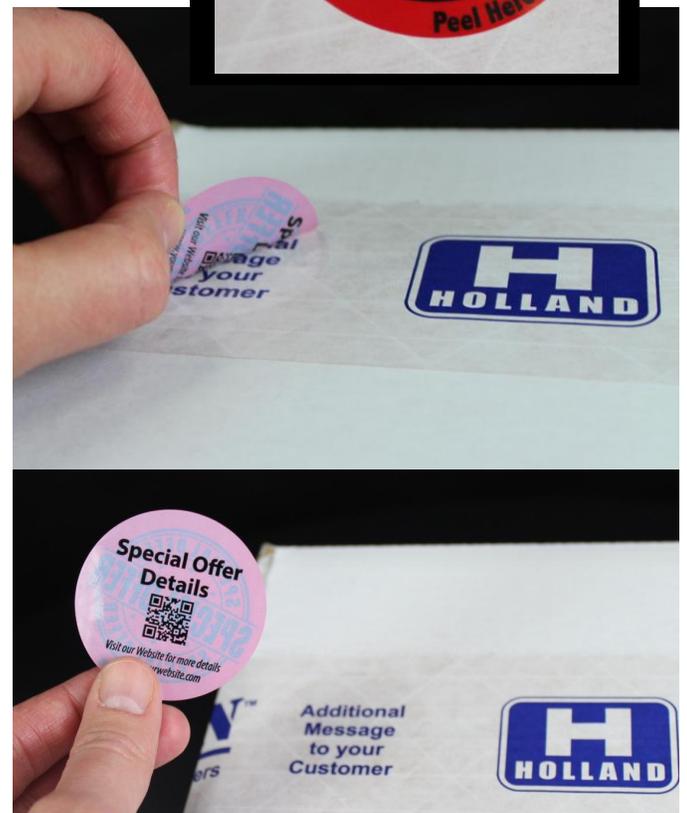
Water Activated Tape that incorporates a redeemable coupon.

HOW IT WORKS?

1. Water Activated Tape is custom printed with branding information.
2. Specialty labels are printed on two sides with a message and a concealed offer or promotion.
3. Labels are applied to the tape at a set distance from one another.
4. Labels are designed to peel cleanly from the tape surface without any residual adhesive on the coupon.
5. The resulting coupon can easily be redeemed based on set instructions.

WHAT'S THE RESULT?

Rewarding your customers for their patronage, peaking their curiosity with an interactive engagement with your packaging, turning your package into a marketing platform.



Holland Manufacturing Co, Inc.

973-584-8141

www.hollandmfg.com



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WAT COUPON OPTIONS

TAPE OPTIONS

Style: Reinforced or Non-Reinforced

Tape Color: Natural, White, Pure White

Custom Printing: Up to 6 colors

Sizes: 72mm & 3" x 450' – 10 rolls per case

LABEL OPTIONS

Top Image: Up to 4 Color Process Printing

Concealed Image: One Color Printed - Bar Codes, QR Codes, Instructions, Offer Details

Size: 2" OD Circle



OPPORTUNITIES WITH WAT COUPON

- **Reward your customers, keep them coming back**
 - o Provide incentive for your customers to order again with a promotion they are assured to receive and engage with.
- **Consistent Branding, Variable Offers**
 - o Retain the consistency of your brand image with custom printed tape while incorporating a variable promotion intriguing your customers.
- **Cross Promotion**
 - o Promote your vendor's products while retaining your brand image.
 - o Engage your vendor to contribute to the marketing effort.
- **Marketing with no additional effort**
 - o With the secure closure of the WAT COUPON, your marketing is embedded in your packaging with no additional steps or time.



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