

UNIQUE **Angles**

THE GROWTH CHANNEL YOU ALREADY OWN



Hello there 🙋

40% of consumers say they scan QR Codes directly from product packaging, meaning many scans now happen after the product has already reached someone's home.

Retail may own the transaction. Paid media may drive discovery. But packaging stays with customers long after the purchase and remains one of the few touchpoints a brand still controls.

That's what we explored in our recent webinar with Startup CPG, **Packaging Design & QR Strategy 101**. [Andy Kurtts](#) (Creative Director & Founder, Buttermilk Creative) and [Joshua Horton](#) (Director of Product Marketing, Uniqode) broke down how connected packaging turns every product into a digital touchpoint, from first scan to repeat purchase.

Packaging Design & QR Strategy 101:

Building Loyalty and Driving Growth with Uniqode

Startup CPG
Webinar



The session covered design best practices, real brand examples, and how QR Codes can capture first-party data, drive loyalty, and extend the customer experience well beyond the shelf.

In case you missed it, watch the full webinar here: <https://uniqo.de/cZvsXv>

This idea resurfaced in our conversation with Justine BaMaung, VP of Marketing at Uniqode

This shift toward viewing packaging as an owned growth channel becomes clearer when you look at what happens after the purchase.



Treating post-purchase as an afterthought means you're overlooking a key metric.

Justine BaMaung
VP of Marketing at Uniqode



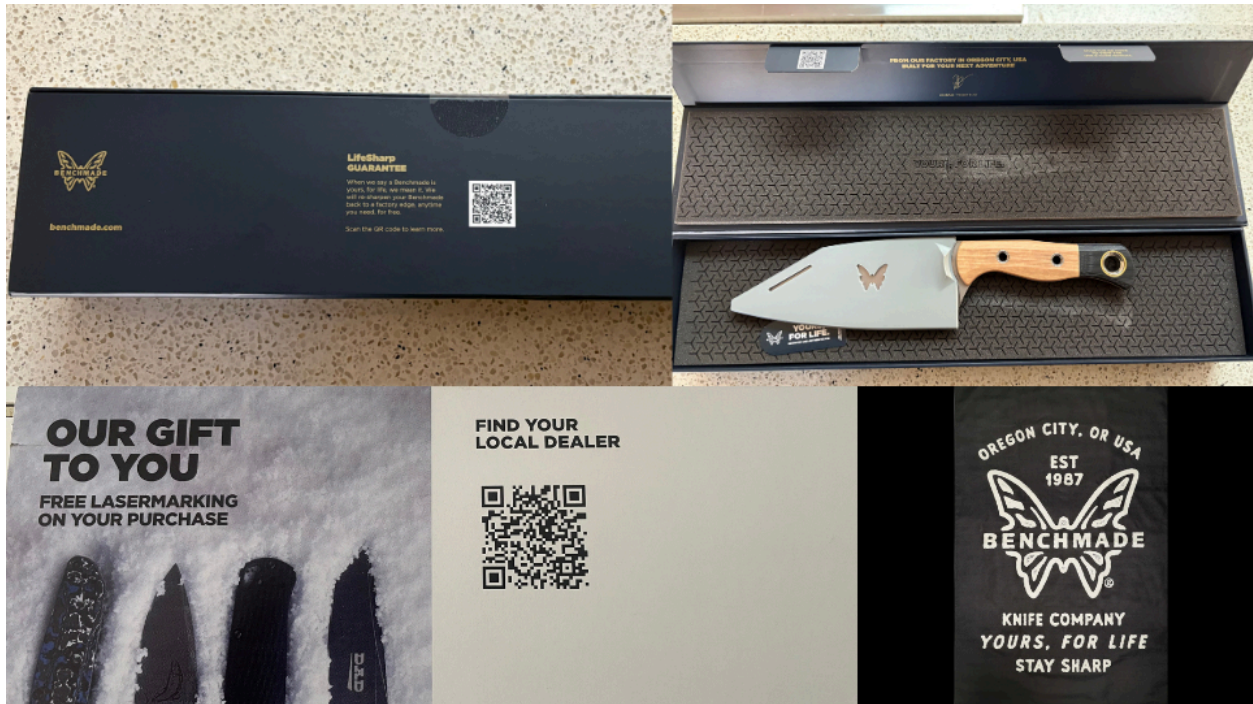
Most brands invest heavily to get a product into someone's hands. The real question is whether those acquisition dollars keep working after the product leaves the shelf.

QR Codes make that possible. The package remains the same, but the experience behind the scan evolves based on timing, customer needs, or how the product is actually being used.

Read the full article here: [Your Product Packaging Needs to Work Harder After the Sale](#)

👁️ Uniqode in the Wild

This month's sighting came from [Chase Wright](#) after he picked up a new knife from Benchmade.



The brand had Uniqode QR Codes appear directly on the product packaging, each tied to a specific ownership moment. One scan explains Benchmade’s Lifesharp guarantee, offering free lifetime re-sharpening. Another helps customers find a local dealer to access complimentary laser marking for their product.

Placed right within the unboxing experience, the scans help customers access service information and personalization options at the moment they start using the product.

 Spotted a Uniqode QR Code in the wild?

Send it our way at unique-angles@uniqode.com, and you might see it featured in an upcoming edition.

Coming Soon: State of QR Codes 2026

You’re already using QR Codes. The next question is whether you’re using them as effectively as your competitors.

Adoption is at an all-time high, and customers now expect more than simple deals or discounts from a scan. The opportunity lies in how QR Codes are placed, maintained, and connected to real customer journeys.

Our upcoming report, State of QR Codes 2026, brings together insights from 188M+ scans, helping brands benchmark performance and design smarter QR Code strategies across packaging, in-store experiences, and post-purchase moments.

The full report launches this March. Stay tuned!



Before you go ...

If this edition sparked a few ideas, there's plenty more to explore on [Unique Angles](#). You can also catch up on past newsletter editions all in one place.

👉 [Read previous editions](#).

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Until next time,

👋 **Team Uniqode**