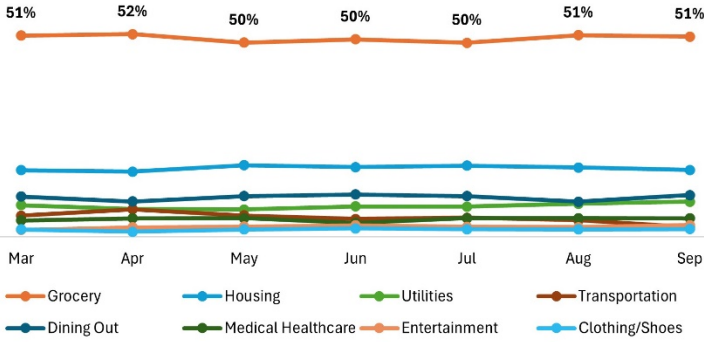


Don't Risk Being Cut from the Shopping Trip: Reinforce Communication Through On-pack Messaging

Over 50% of US shoppers believe grocery prices are increasing the most compared to other expenses.

Which of the following prices do you believe are increasing the most?



Source: Hi-Cone Pulse Survey 2024

Benefits of the Multi-Promotional Carrier (MPC) Solution

- **Price:** Cost savings when running in-store messaging with less complexity and improved execution.
- **Promotion:** Messaging that stays with pack beyond the shelf.
- **Product:** On-pack label with reverse printing available and up to six colors without increased cost.
- **Place:** Message stays with intended pack and avoids shopper confusion.

MPC Adds Value to Your Communication Strategy

BRANDING



REVERSE PRINTING



PRICE PROMOTION



BACK SIDE



PACK SIZE IDENTIFICATION



VARIANT HIGHLIGHT



Questions?

Contact Hi-Cone
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