



PACKTICA

STRENGTHEN YOUR BUSINESS!



Who are we?

We specialize in **Security & Variable Data Printing (VDP)** paired with **Online Consumer Data Platform.**

Packtica's VDP service focuses on **Digitalise Consumer Data** and **Brand Protection** and combined with our Smart QR technology, it personalizes interactions through printed materials, collecting info to design tailored campaigns meeting customer needs.

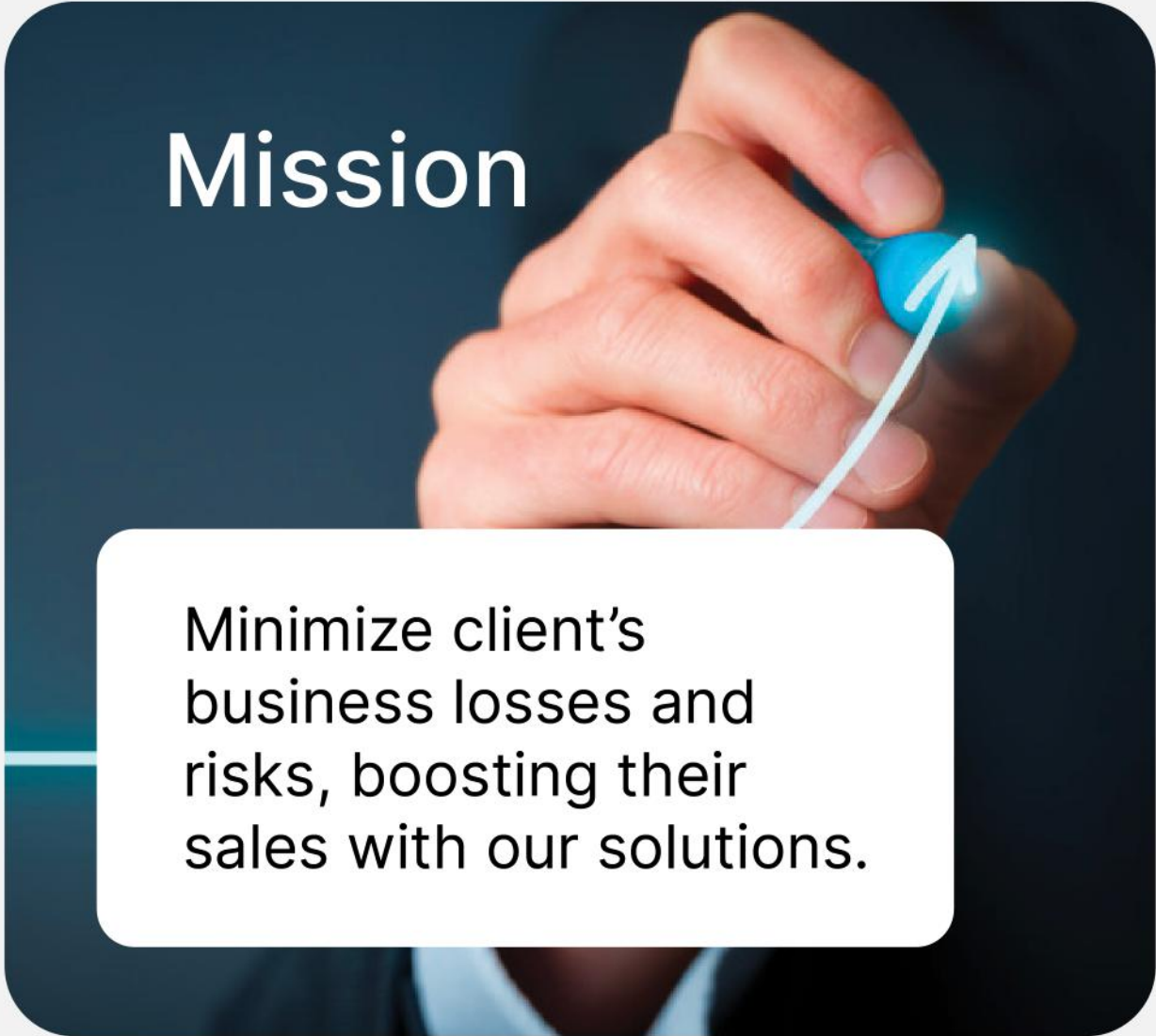


OUR GOAL



Vision

To become the foremost variable data printing company in S.E.A to assist business in digital transformation.



Mission

Minimize client's business losses and risks, boosting their sales with our solutions.

The Leading VDP Company in S.E.A



OUR EXPERTISE

Elevate your marketing strategy and boost response rates with dynamic, customized printing solutions.

INCREASE REVENUE

REDUCE BUSINESS RISK

CONNECTING PEOPLE



REDUCE MARKETING COST


AGENT PRICE CONTROL


E-WARRANTY SYSTEM


DESIGN FLEXIBILITY


BRAND PROTECTION


PATENTED TECHNOLOGY


ANTI-COUNTERFEIT


PRODUCT TRACEABILITY


CONSUMER ENGAGEMENT


BIG DATA ANALYSIS


END-USER DATA COLLECTION


ORGANIZE CAMPAIGNS

MARKET CHALLENGES

Is your business facing any of these problems?

Who are your consumers?



Where are your consumers?



Highly Competitive Industries



How to track your stock from end to end?



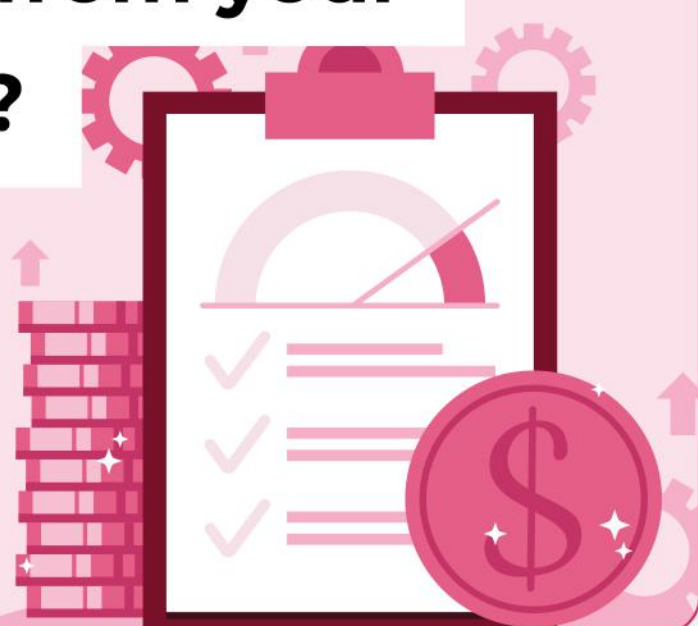
Brand value at risk from fakes and imports?



Difficult to maintain customer loyalty?



Inconsistent product pricing from your dealers?



Lack of data to stay ahead of your competitors?



THE VDP EXPERTS



Our skilled team ensures the production process is seamless, timely, and consistently yields exceptional quality.

FABRICATION TEAM

SMART QR

We use cutting-edge tech to customize prints with unique QR codes, images, and text, ensuring a personalized experience for our customers.



IN-HOUSE DEVELOPED

Our in-house system streamlines operations, offers insights, enhances security and reduces external dependency, ensuring faster problem resolution and improved efficiency.



Our patented technology is designed to secure the business against evolving threats and provide unmatched protection.



PATENTED TECHNOLOGY



We mark each product with a unique QR code for better traceability, easy access to details, and a personalized experience. This builds stronger brand loyalty and increases customer satisfaction.

UNIQUE QR CODES

EVOLUTION OF SMARTQR



Barcode (1st Gen 1973)

- Scanner required
- Only for retail purpose



QR Code (2nd Gen 1974)

- Fixed QR
- For general info only

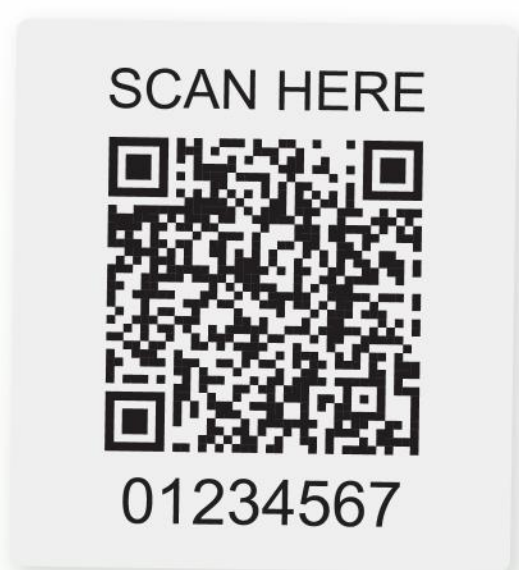


- Establish Customer Loyalty Program
 - Unique & Dynamic
- Achieve Product Traceability
- Combat Counterfeit

HOW SMART LABEL HELP YOUR BUSINESS



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SMARTQR



Easy Product
Authentication



Combat
Counterfeiting



Customizable
Specifications



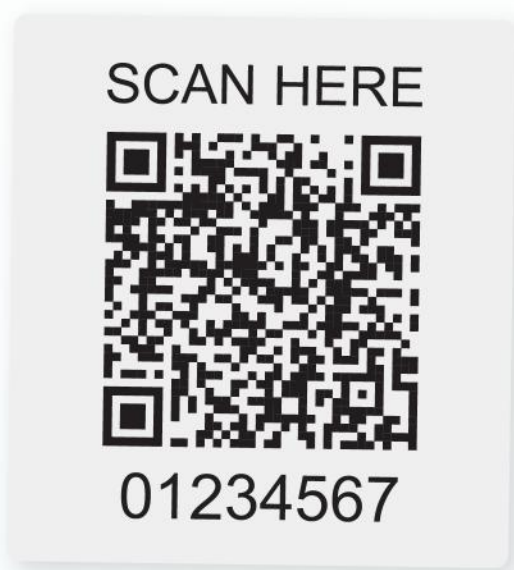
Holographic
Technology



HOW SMART PACKAGING HELP YOUR BUSINESS



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Sales Data
Monitoring



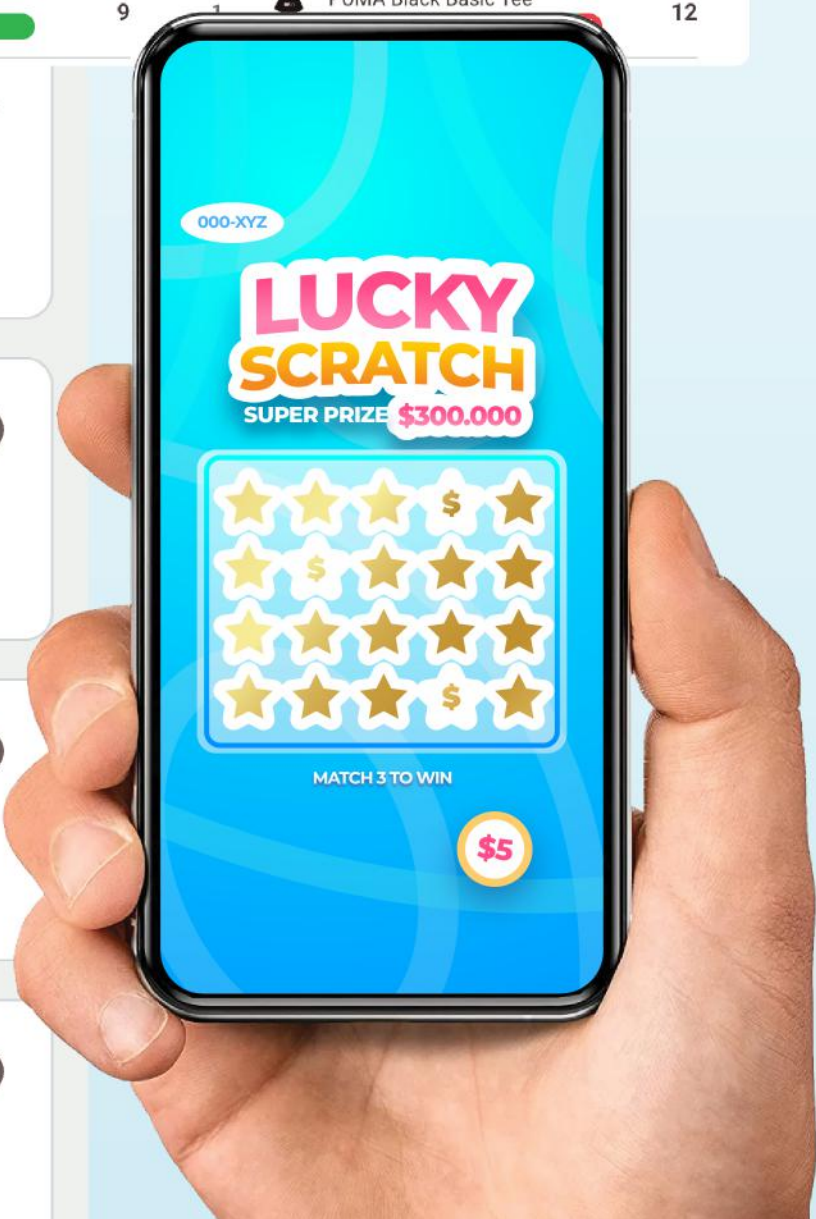
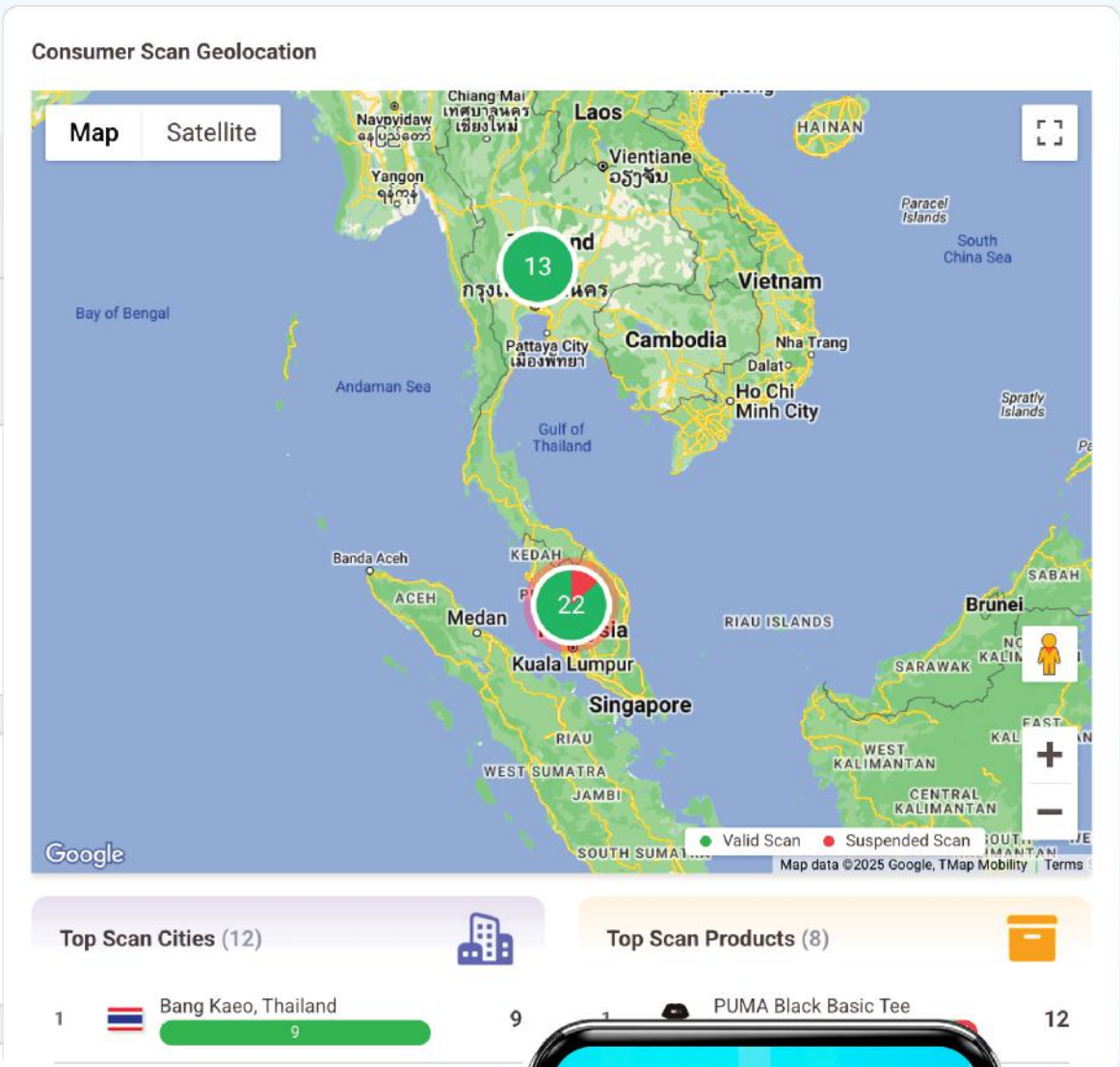
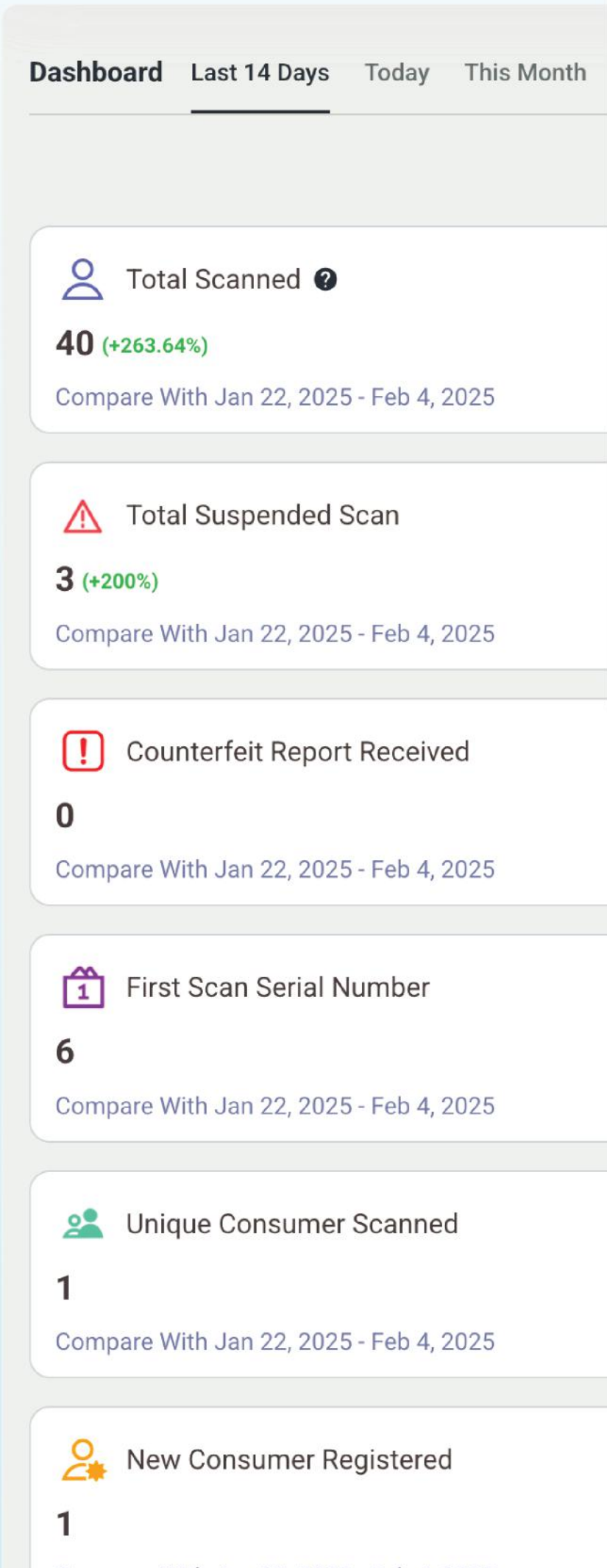
Brand
Differentiation



Traceability



Foster Customer
Loyalty



HOW SMART SEAL HELP YOUR BUSINESS



Easy Product
Authentication



Combat
Counterfeiting



Customizable
Specifications

Today, 11:24

INVENTORY ID - R2205394041



STOCK OUT BY WAYNE

[View Details >](#)

Today, 22:56

INVENTORY ID - R2205394041



PACKED BY RYAN

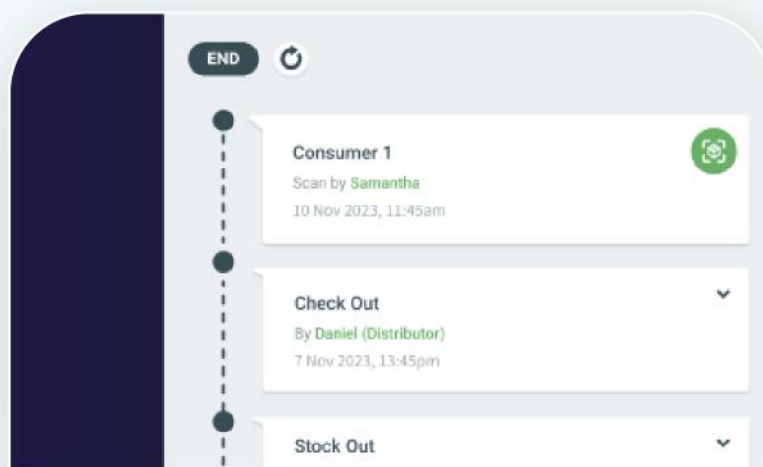
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WHAT IS SMARTQR



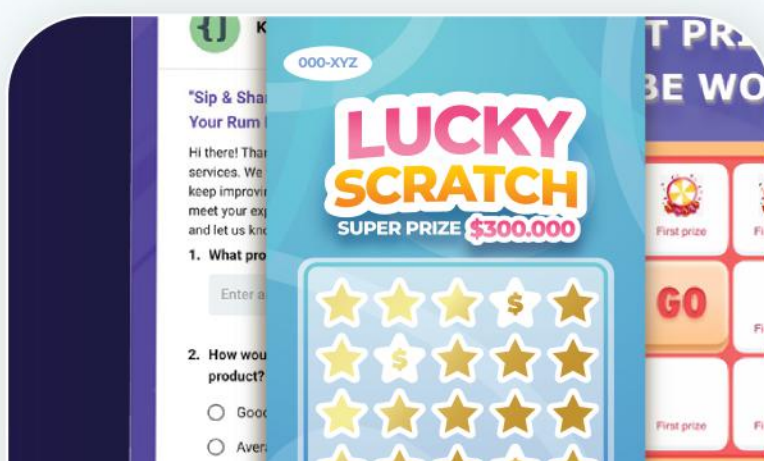
**Digital
Identity**



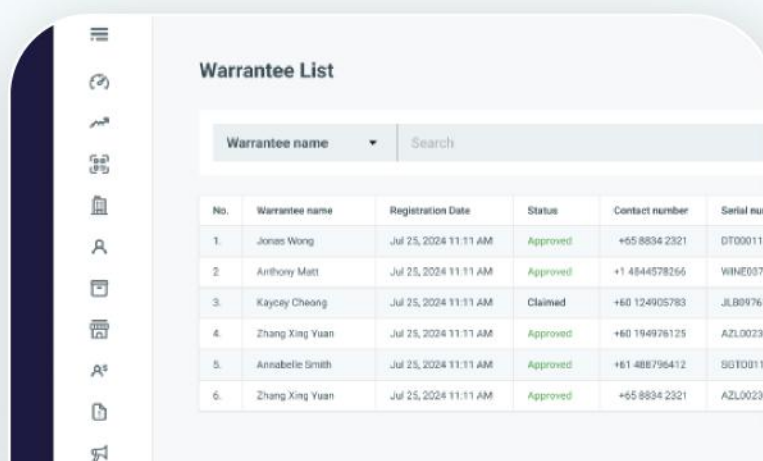
**Product
Traceability**



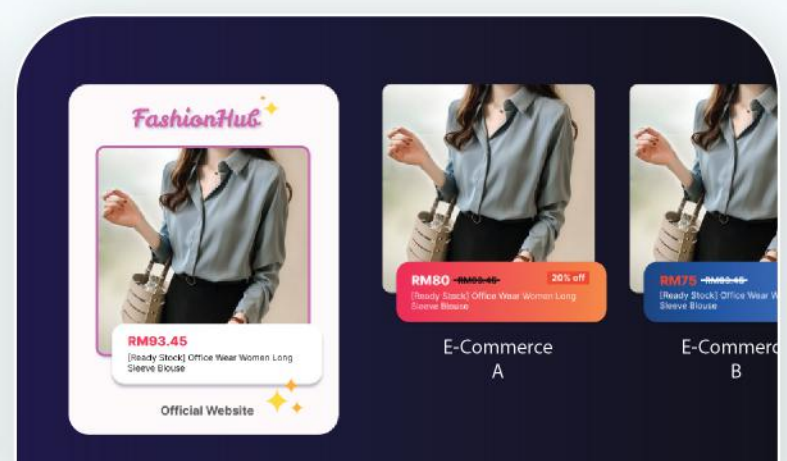
**Anti
Counterfeit**



**Consumer
Engagement**



E-Warranty



**Grey Market &
Price Dumping**

Our cutting edge Smart QR is integrated into our products such as **Secure Label & Smart Pack**, linked to “Consumer Insight Cloud” that can **securely store and access your valuable customer data to gain valuable insights.**

80+

COUNTRIES SERVED



100M+
Packaging &
Labels Produced



600M+
QR Codes
Generated



7 DAYS
Proven
Results



1000+
Happy
Customers



Present in
5 NATIONS
within SEA

MARKET SPECTRUM



- ▶ FMCG (Fast-Moving Consumer Goods)
- ▶ Pharmaceuticals & Healthcare
- ▶ Automotive & Spare Parts
- ▶ Luxury Goods & Fashion
- ▶ Logistics & Supply Chain
- ▶ Government & Education
- ▶ Electronics & Gadgets
- ▶ Agriculture & Food Exports
- ▶ Alcohol, Cigarettes & Vape Industry
- ▶ Direct Selling & MLM Products



SONY®

3M



Canon

ASUS®

lenovo



PHILIPS

HITACHI
Inspire the Next



FABER-CASTELL
since 1761

UNI
QLO

Grab

DAIKIN

Our
Clientele



PETRONAS

DHL

brother®
at your side

POS
MALAYSIA



machines



PUSPAKOM



NXP

TAYLOR'S
UNIVERSITY

ceva

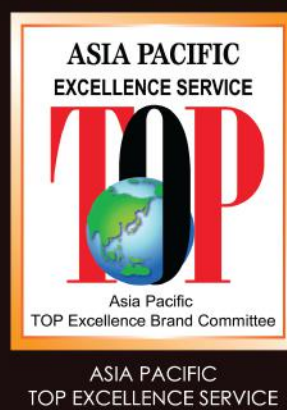
YORK®
SINCE 1874

VZ VANZO

SOM1®

AWARDS & ACHIEVEMENTS

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FOUNDER'S MESSAGE

Our venture into the vibrant Southeast Asia (S.E.A) market is an exciting chapter. Our objectives are centered around a commitment to **continuous innovation** and a promise to serve our clients with **unwavering professionalism and reliability**, fostering **mutual success**.

The four pillars of our core values are:



Trust, Innovation, Connections, Accountability—into the core of our company culture. These principles guide every team member, fostering a positive mindset across the organization.

We're thrilled at the potential to collaborate, learn, and achieve new heights of success together. Thank you for being an integral part of Packtica's story, and we look forward to a better future.

Bryant Kooh
Founder
Packtica Sdn. Bhd.



PACKTICA

STRENGTHEN YOUR BUSINESS!

VARIABLE DATA PRINTING SPECIALISTS

SMARTQR



CONSUMER[™]
INSIGHT
CLOUD

SMART
PACK



SMART
LABEL



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