



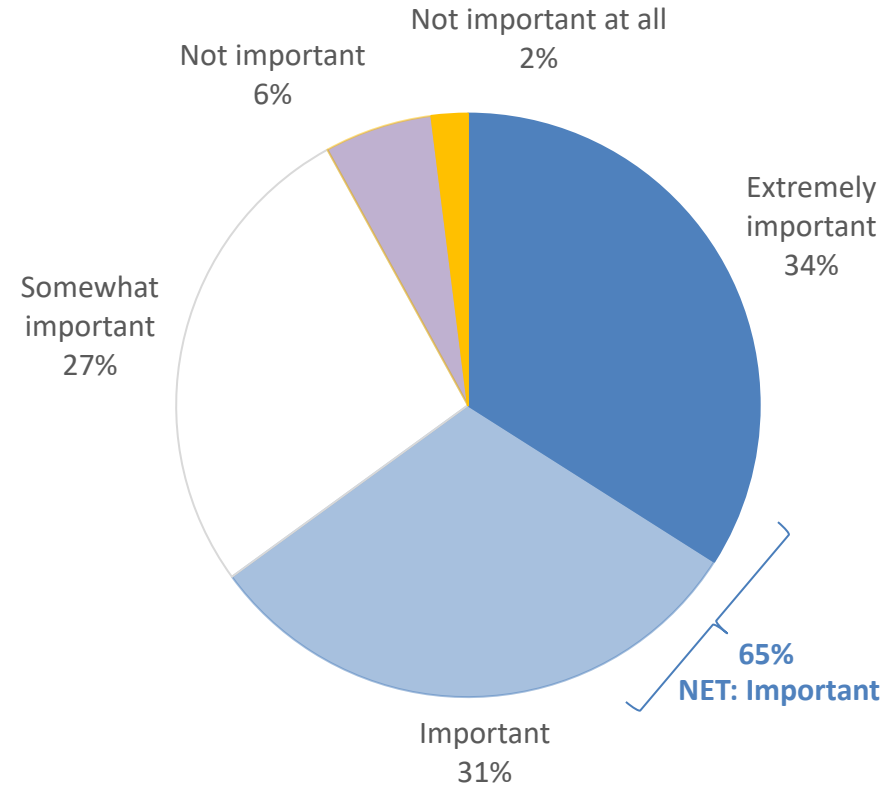
smartlabel[®]



Methodology

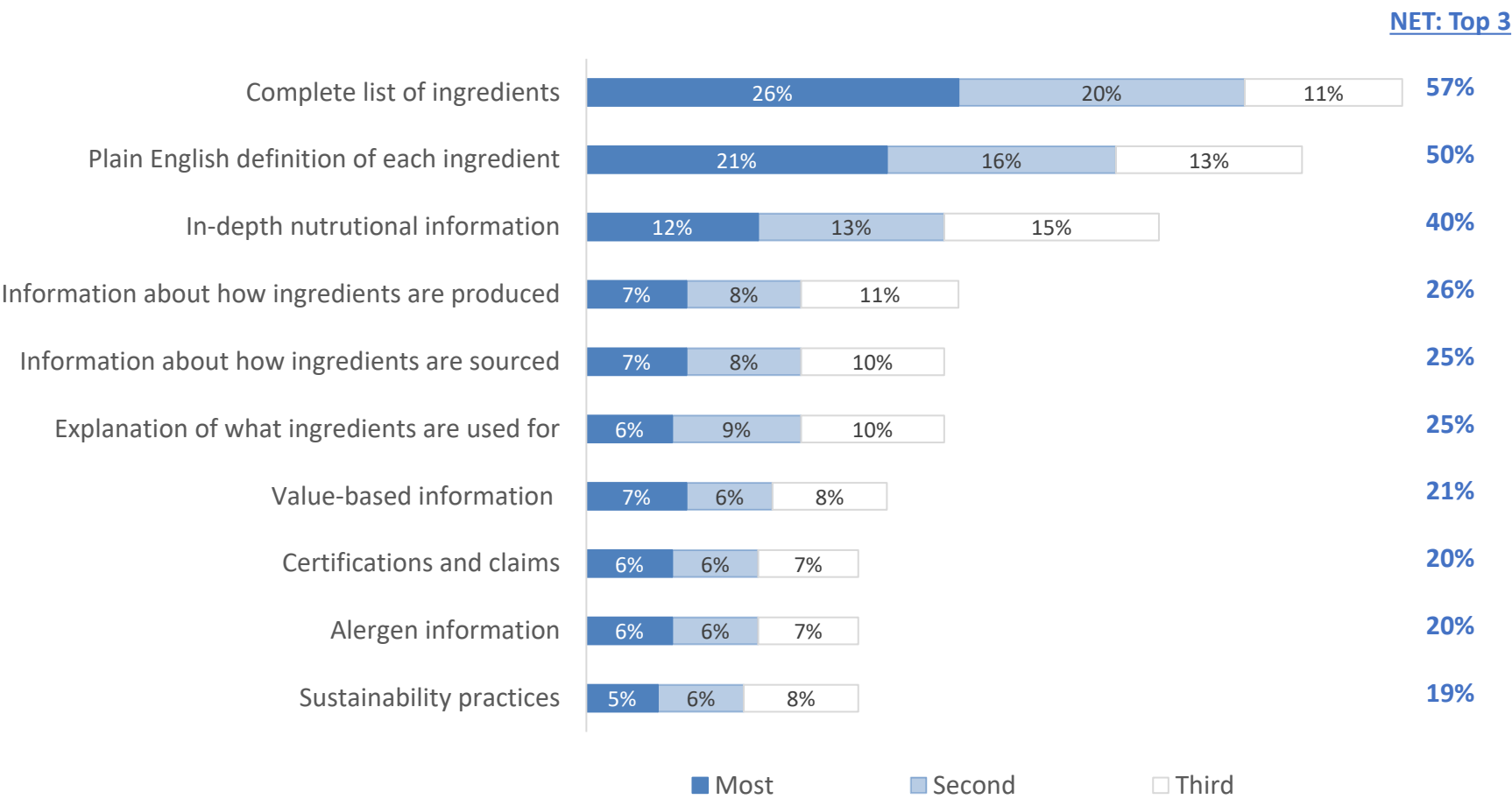
- Online survey conducted with a nationally representative sample of 1,006 grocery shoppers from June 8th to 16th, 2021. Sample balanced by gender, age, region, race/ethnicity, income and household composition.
- In-depth interviews with a sample of 31 SmartLabel users conducted via video chat from June 28th to July 14th.
- User Experience UX Research TBD

Transparency Continues to be Important to Most Consumers



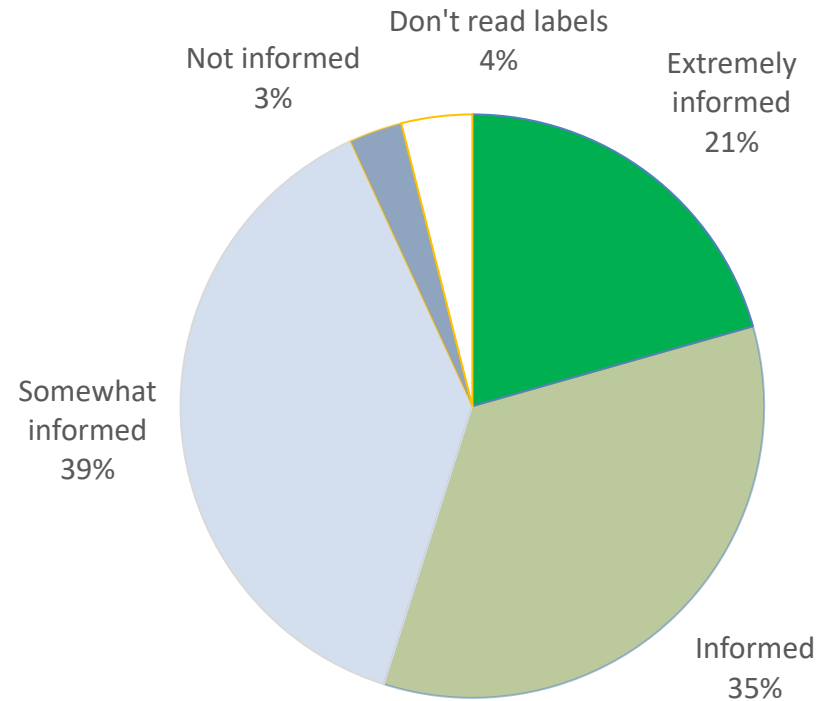
14. How important is it that the brands or manufacturers you buy from be transparent (provide detailed information such as what is in their product and how it is made and sourced)?

Ingredients Information is Most Important in Determining Transparency



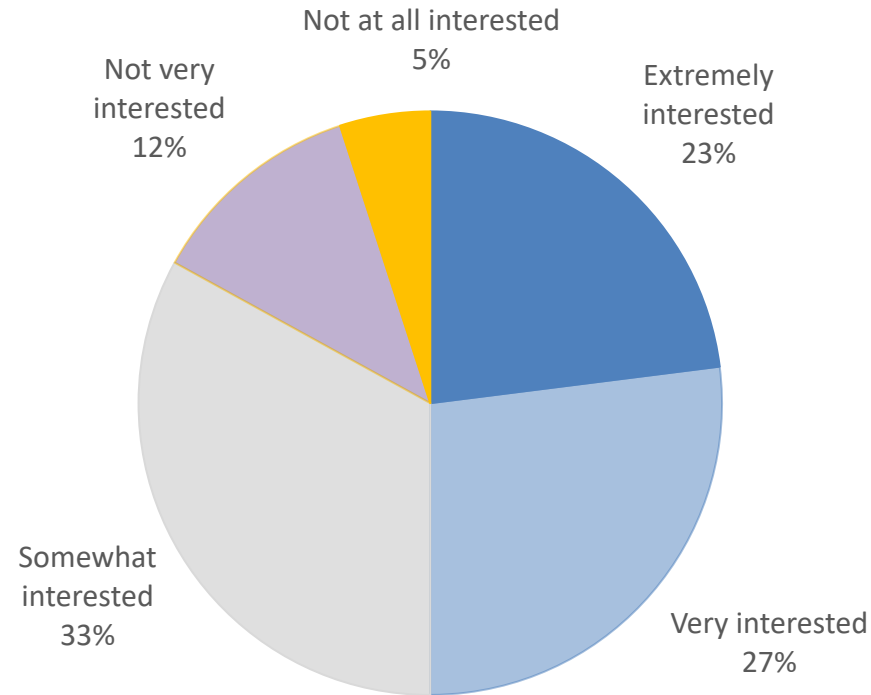
15. How do you determine whether or not a brand or manufacturer is being transparent (provide detailed information such as what is in their product and how it is made and sourced)?
- a. Which of these is most important?
 - b. (AMONG THOSE REMAINING) Which of the remaining is most important?
 - c. (AMONG THOSE REMAINING) Which of the remaining is most important?

Many Consumers Not Informed After Reading Labels



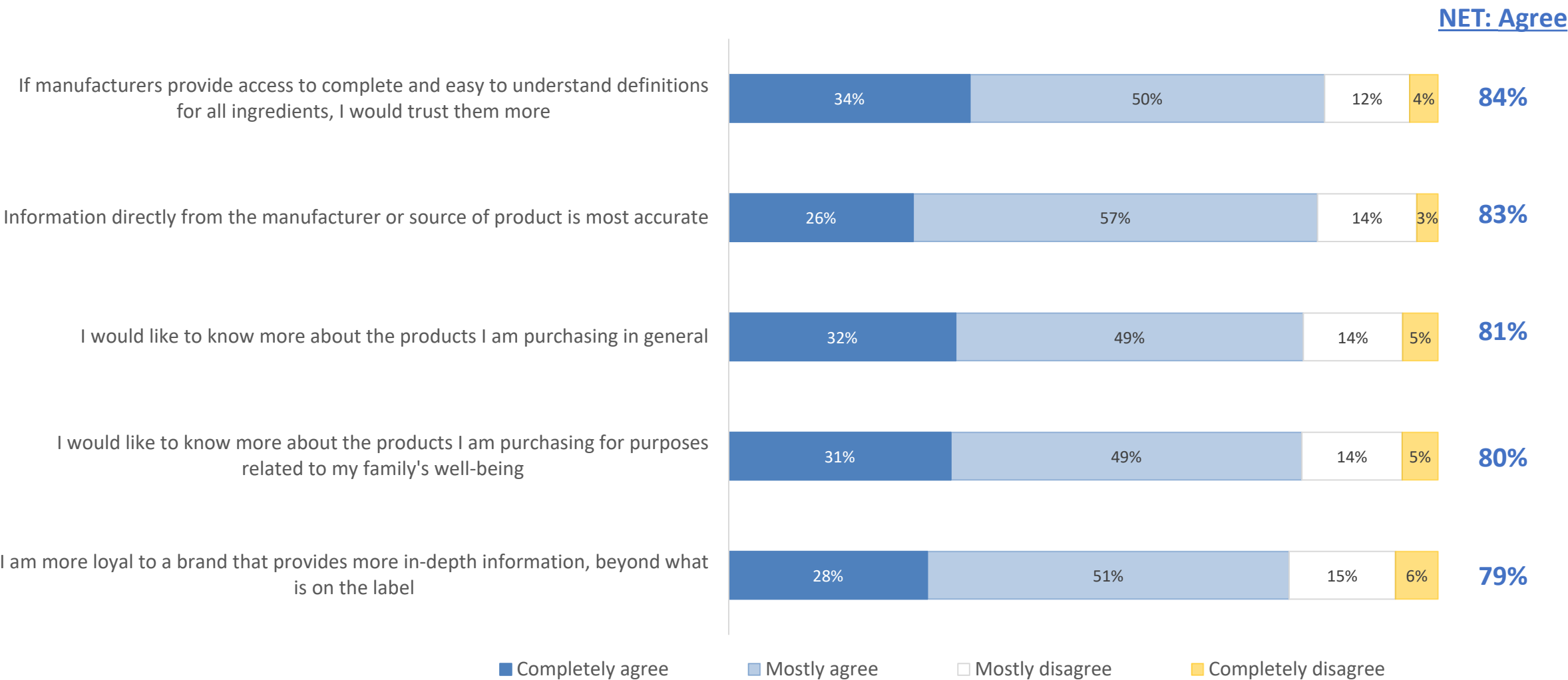
16. In general, after reading a product's label, how informed do you consider yourself to be about that product?

Most Consumers Interested in Learning More About Products Than What is on Label



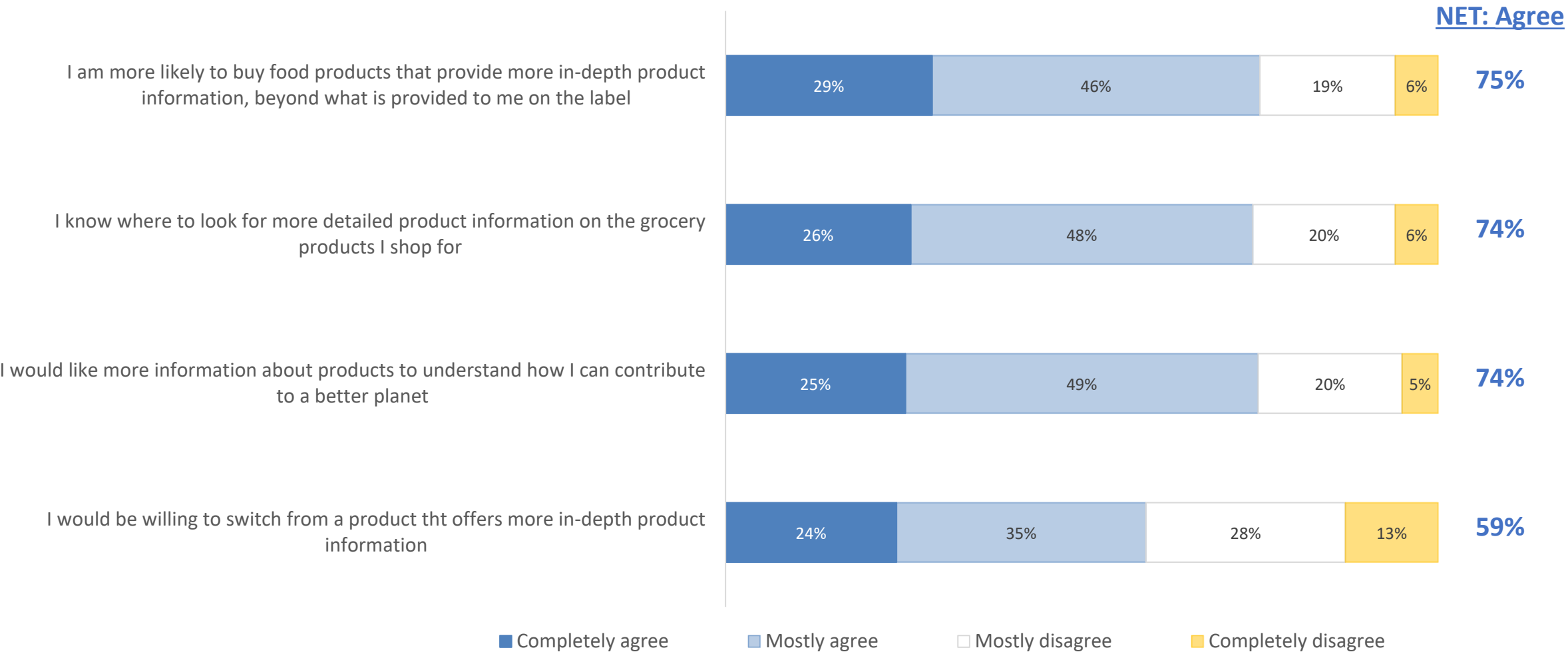
17. There is a limit to the amount of information that can be fit on a product label. How interested would you be in learning more about a product than what is on the product label?

Attitudes Toward More In-depth Product Information



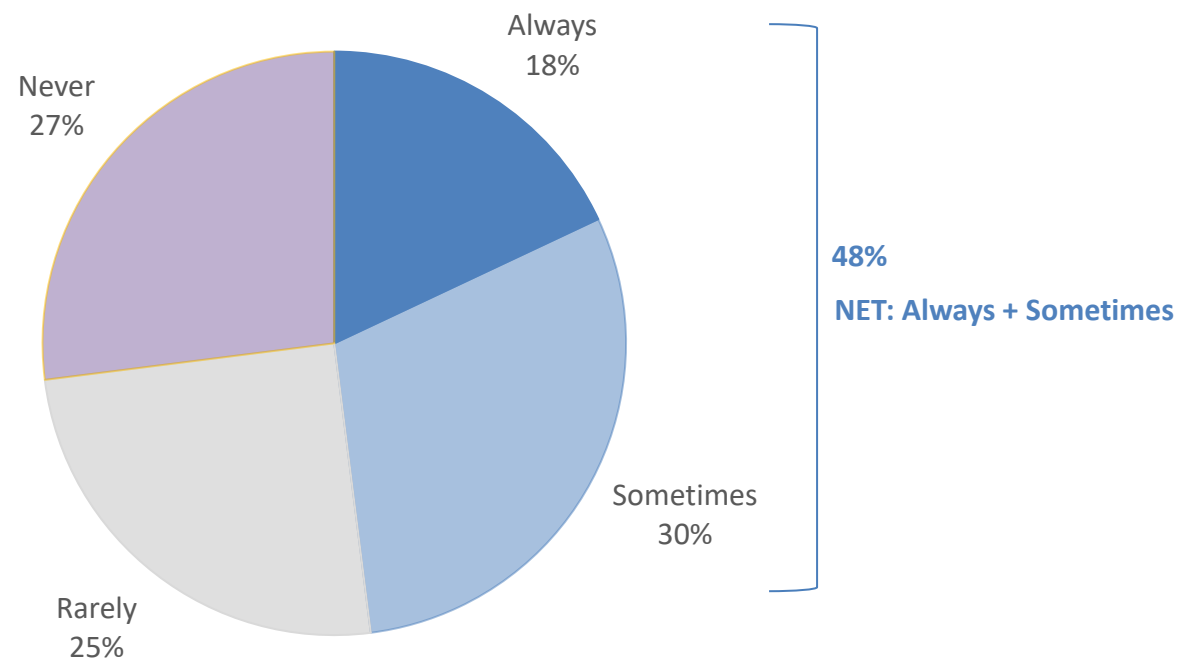
18. For each of the following statements, please tell me the extent to which you agree or disagree.

Attitudes Toward More In-depth Product Information



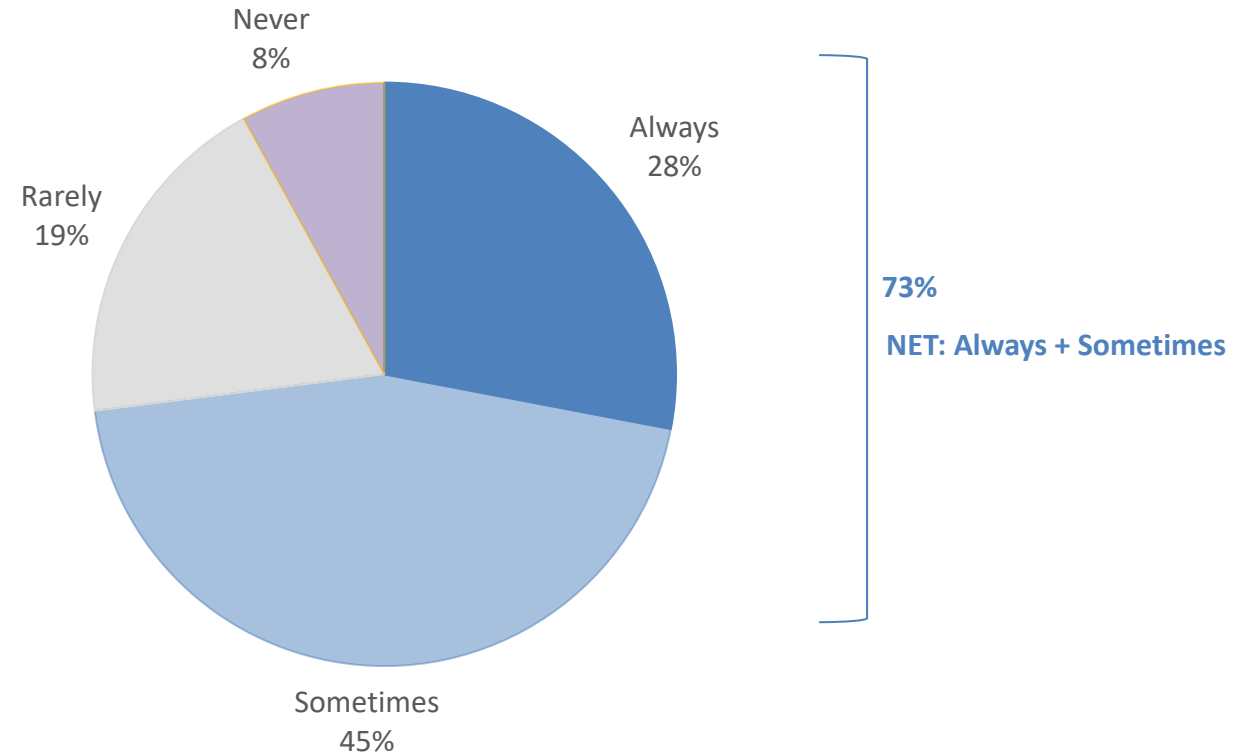
18. For each of the following statements, please tell me the extent to which you agree or disagree.

Many Consumers Research a Product Before Buying for First Time



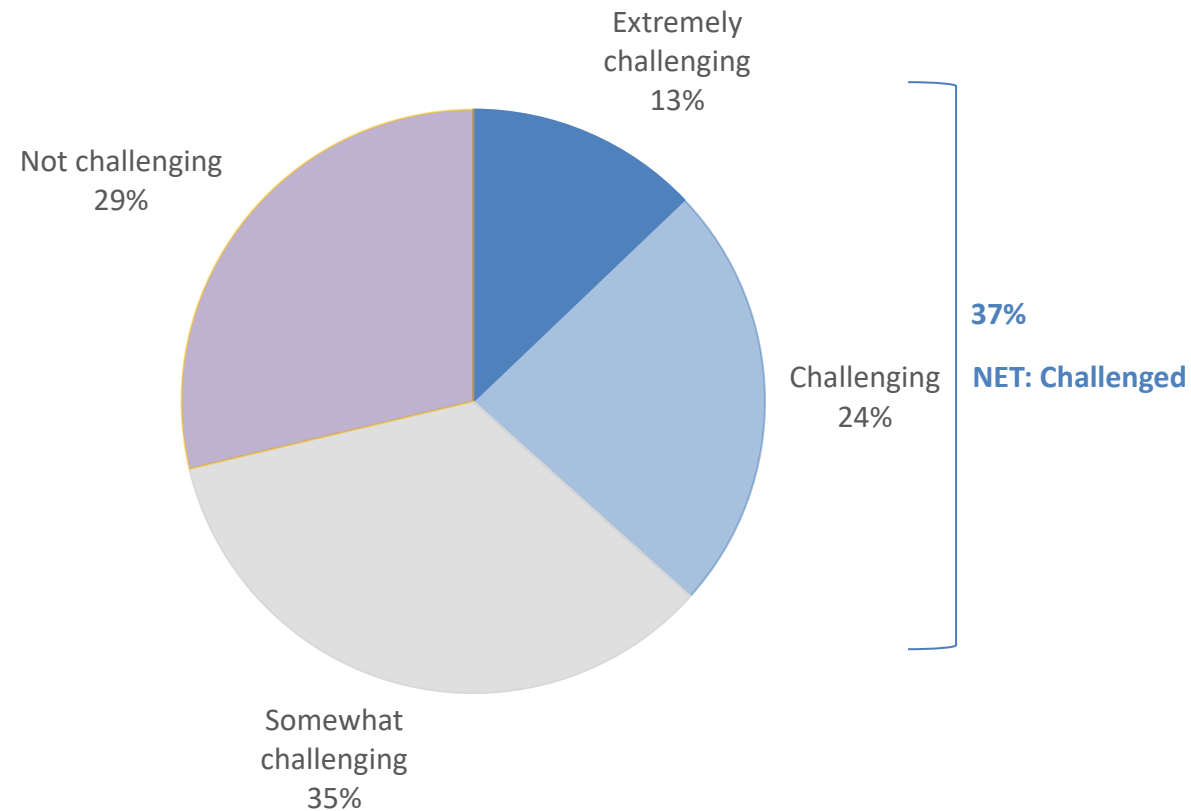
20. How often do you research a product, brand or manufacturer before you buy a product for the first time?

Most Consumers Frequently Search a Product Label for Information



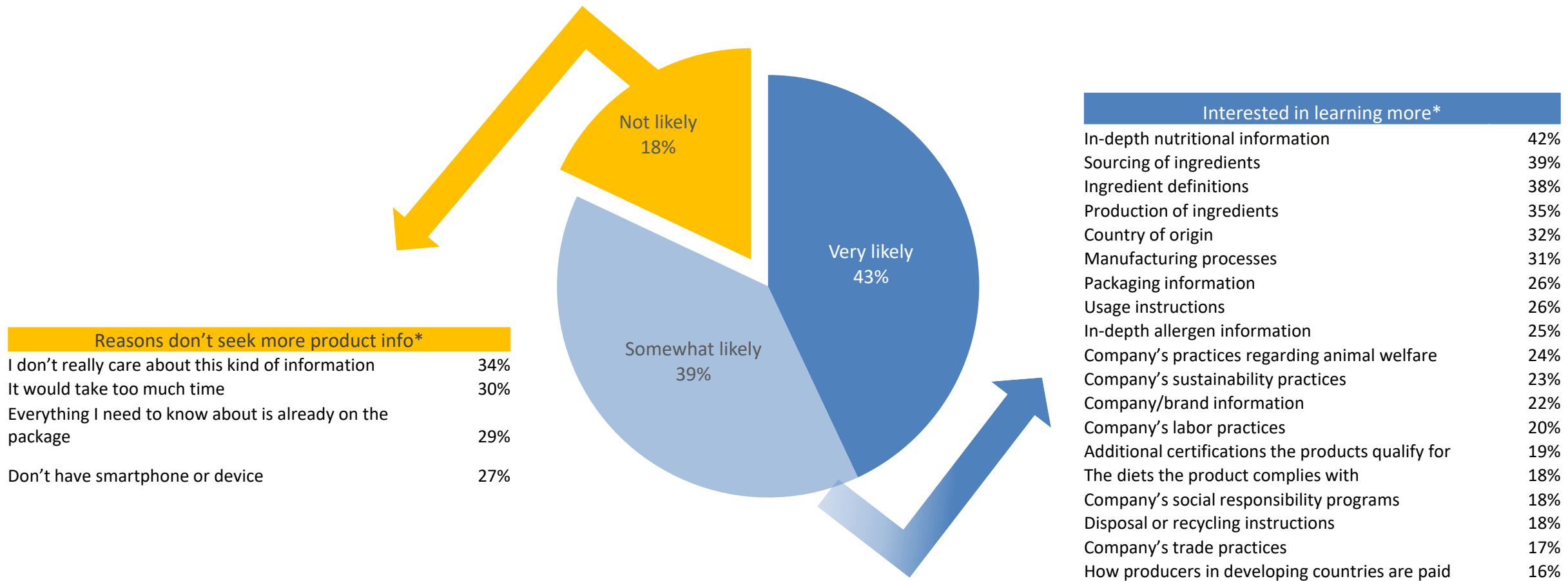
21. How often do you search a product's label to make sure the products you buy meet personal needs or goals (i.e. dietary, environmentally responsible, sustainable, etc.)?

Most Consumers are Challenged Finding Information on Label



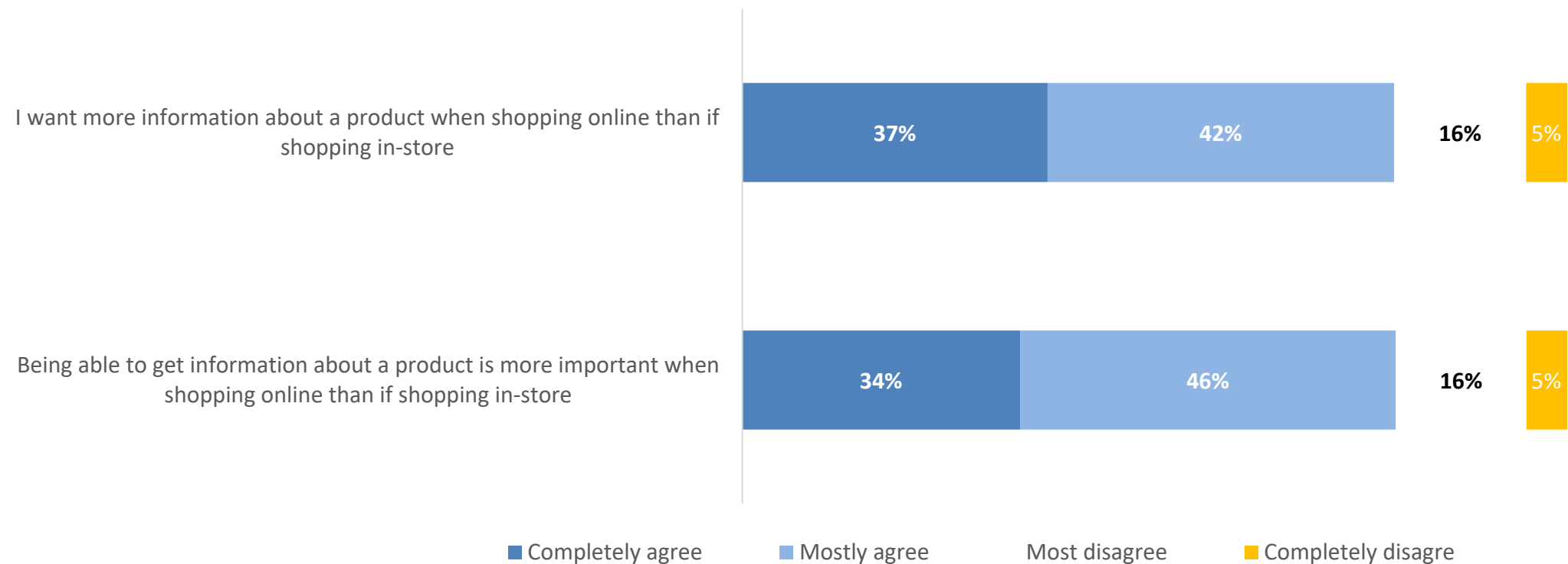
22. How challenging is it for you to make sure that a product meets your needs or goals by looking at the product's label?

Most Consumers Likely to Access More Information Online



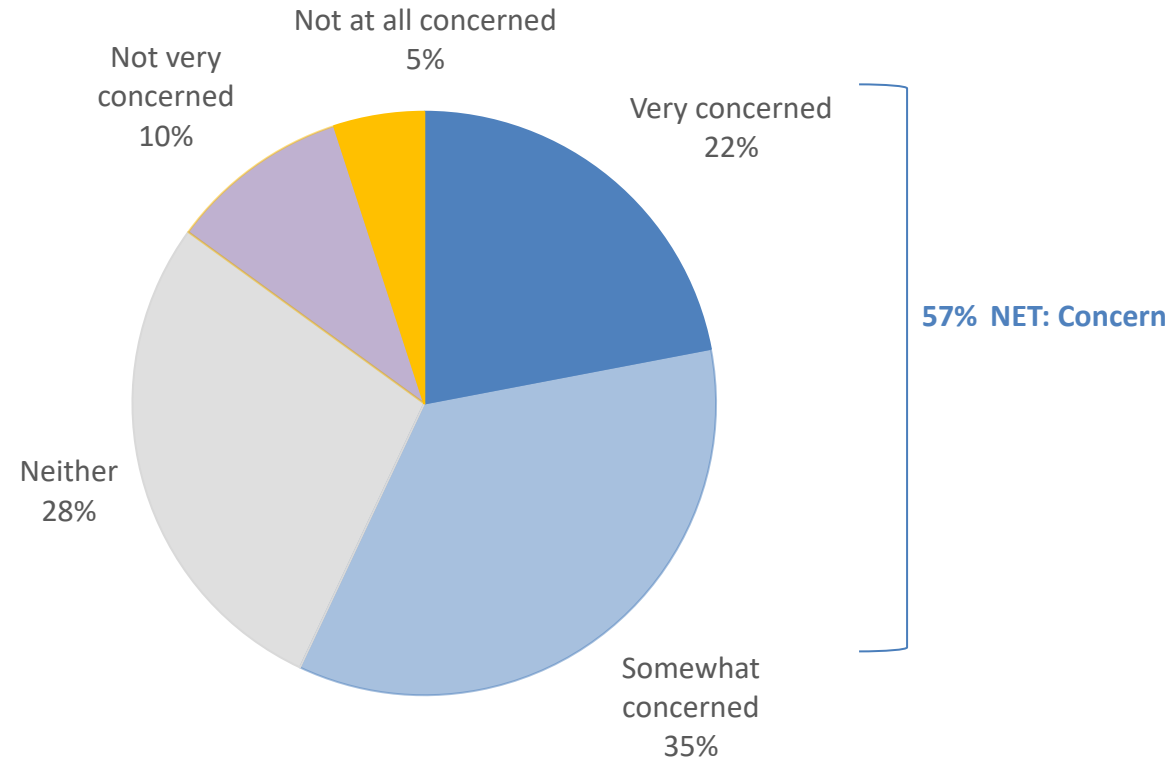
25. How likely would the ability to access more information about a product through your smartphone or other device be?
26. You indicated that you were [Q25 RESPONSE] to seek more product information. Which of these would you be interested in learning more about?
27. You indicated that you were NOT LIKELY to seek more product information. Why is that?

Consumers Want More Product Information When Shopping Online



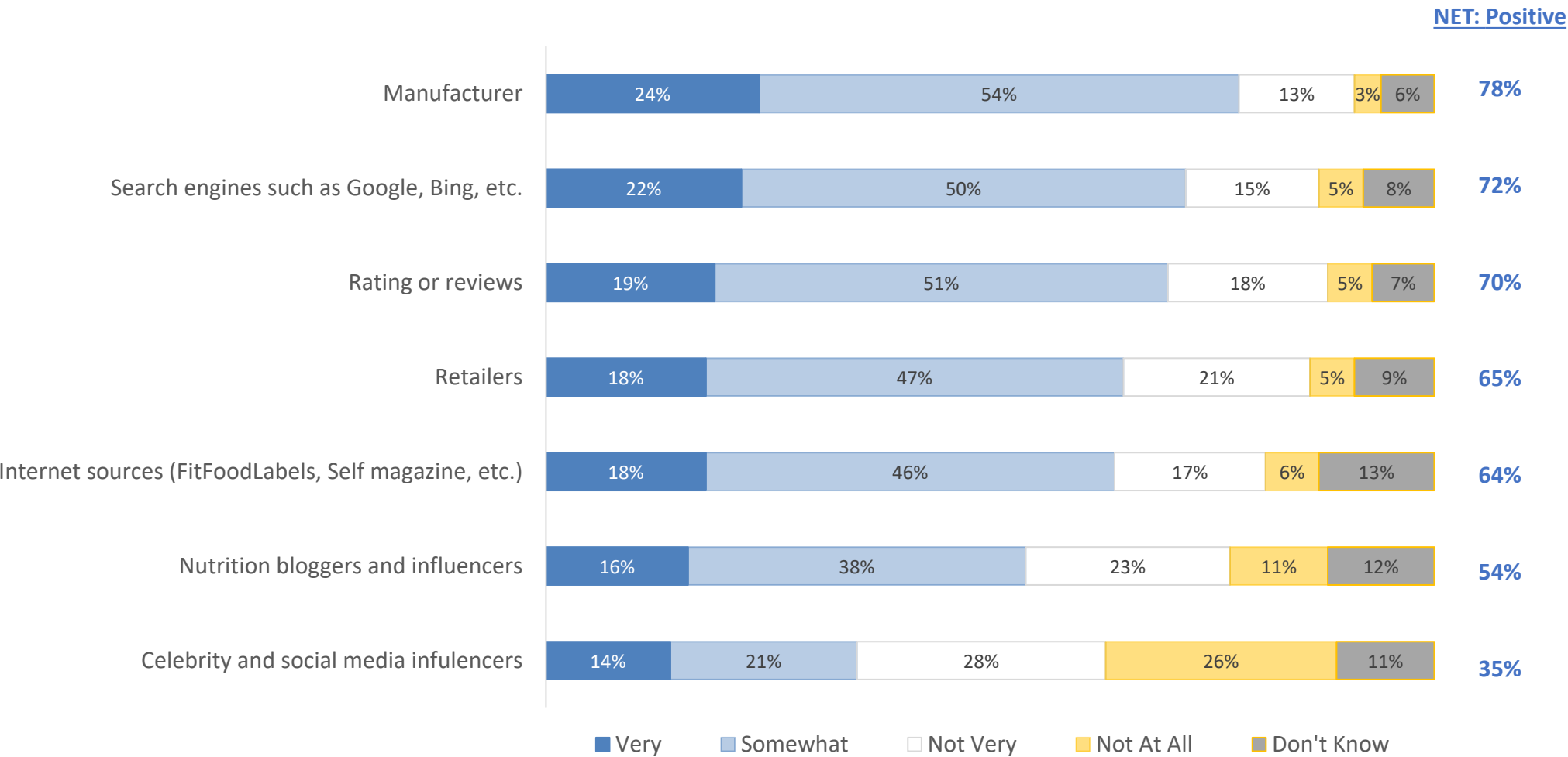
29. For each of the following statements, please tell me the extent to which you agree or disagree.
Base = Online Shoppers

Consumers Concerned About Accuracy of Product Information Online

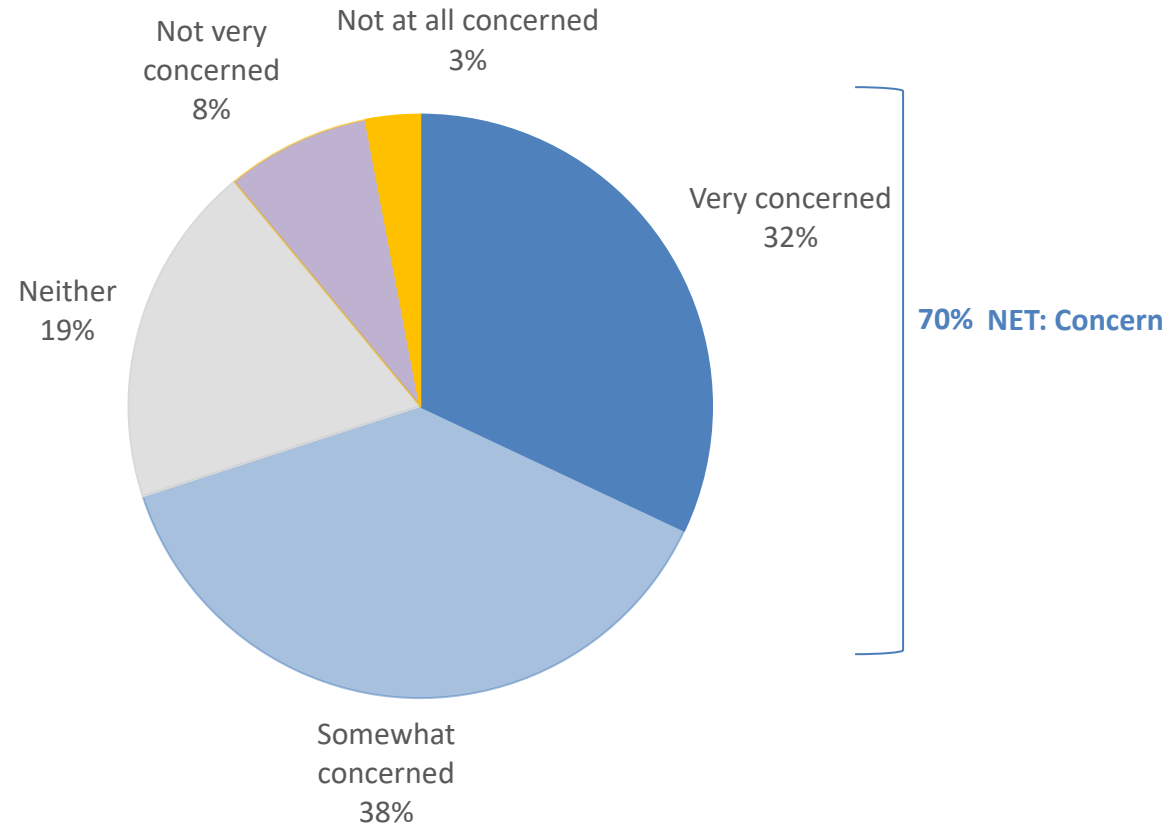


30. How concerned are you about product information you find online being accurate? (Base All Shoppers)

Information from Manufacturers Considered Accurate and Trustworthy

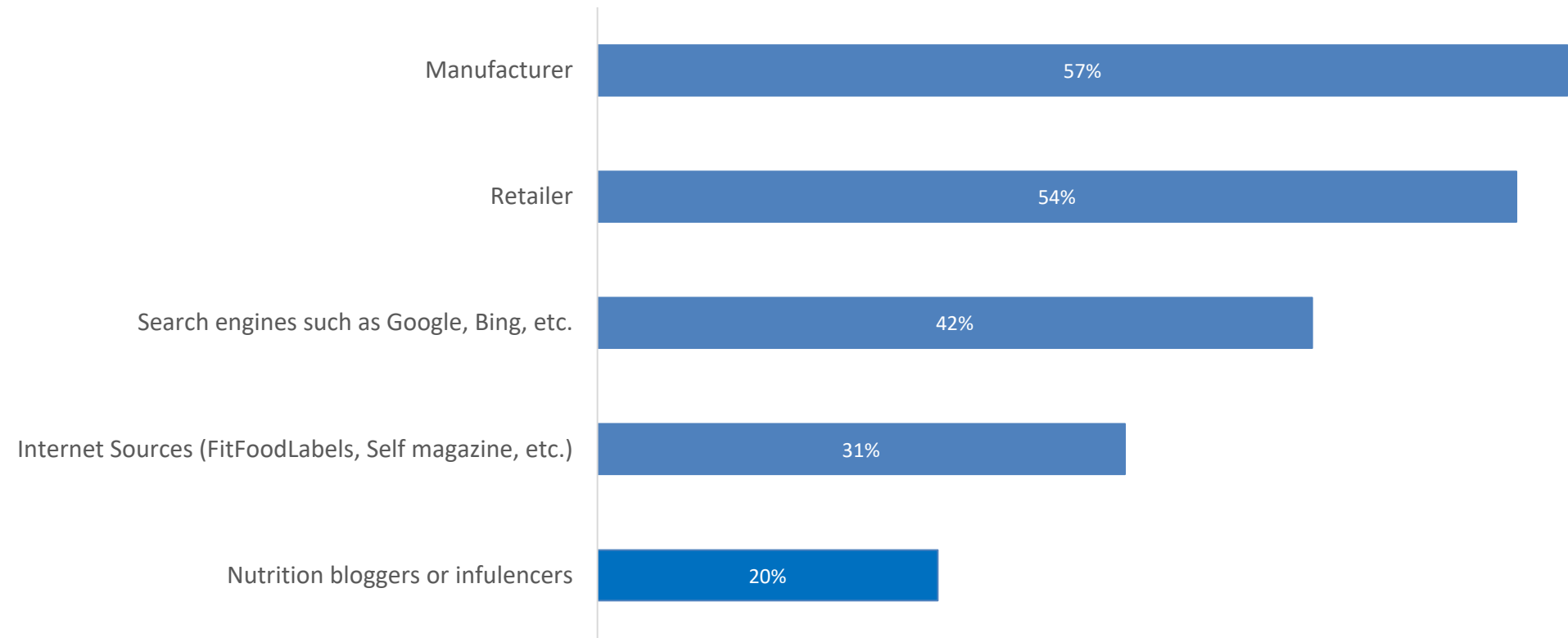


Most Consumers Concerned About Missing Information on Product Recalls



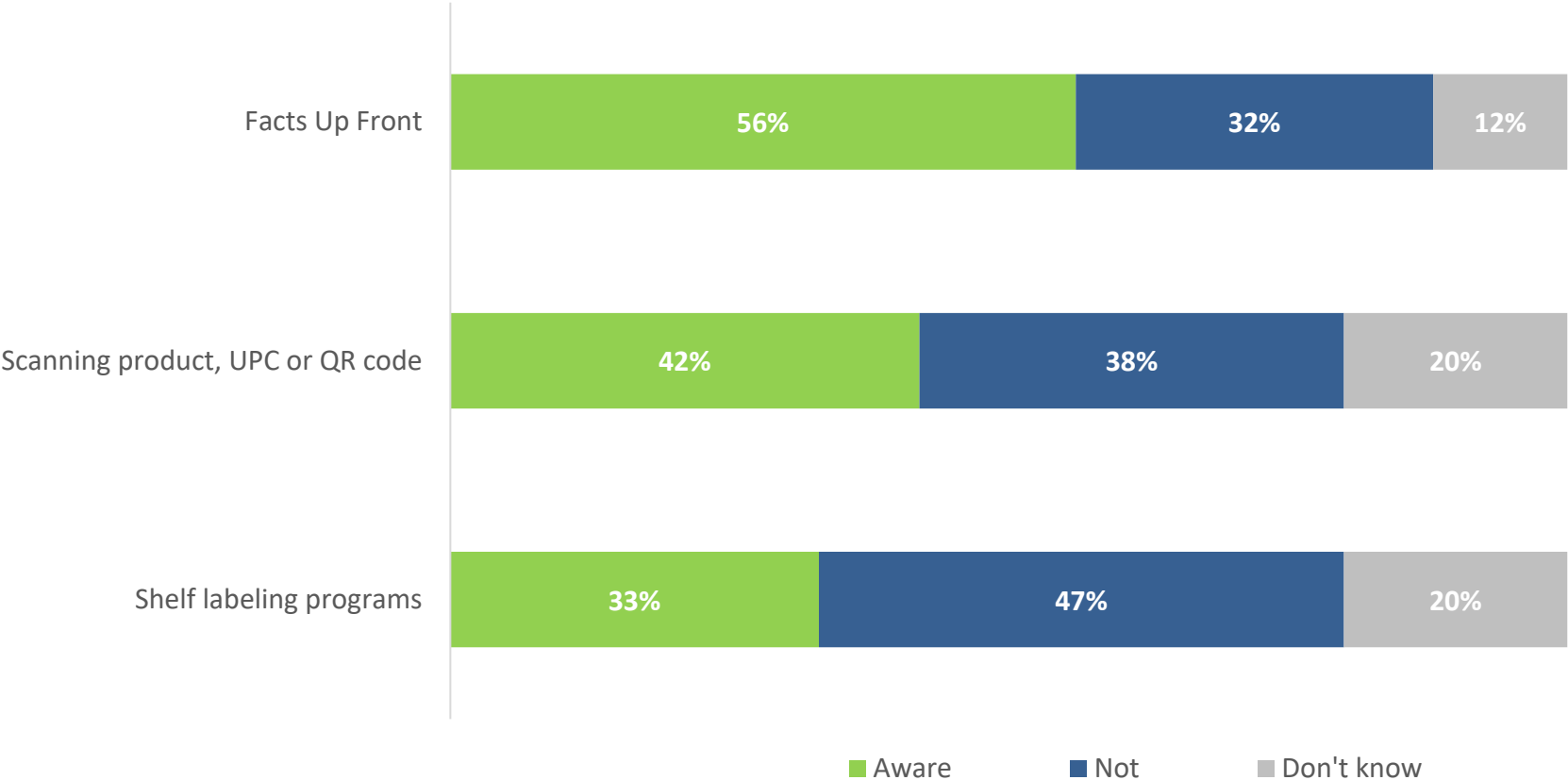
33. How concerned are you about missing product recalls or government advisory messages on products you have purchased?

Information on Product Changes or Recalls Expected from Manufacturers or Retailers



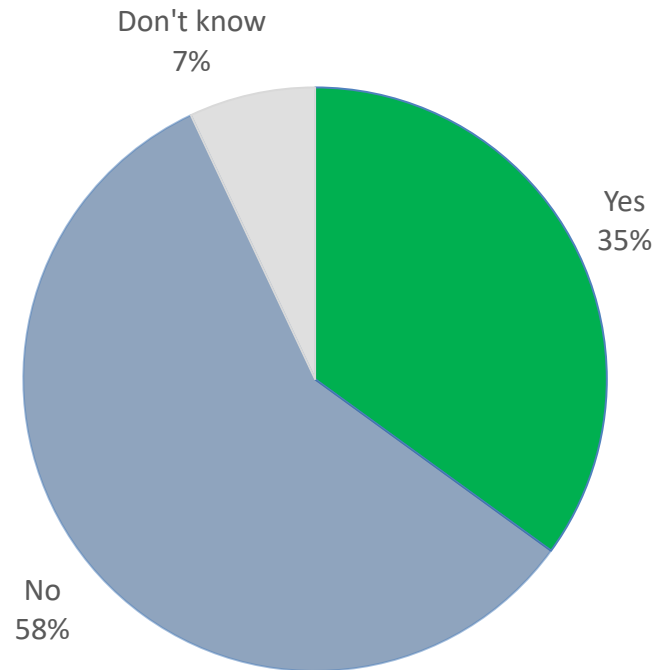
34. From what sources do you expect to get information about product changes or recalls?

Awareness of Product Information Sources Highest for Facts Up Front



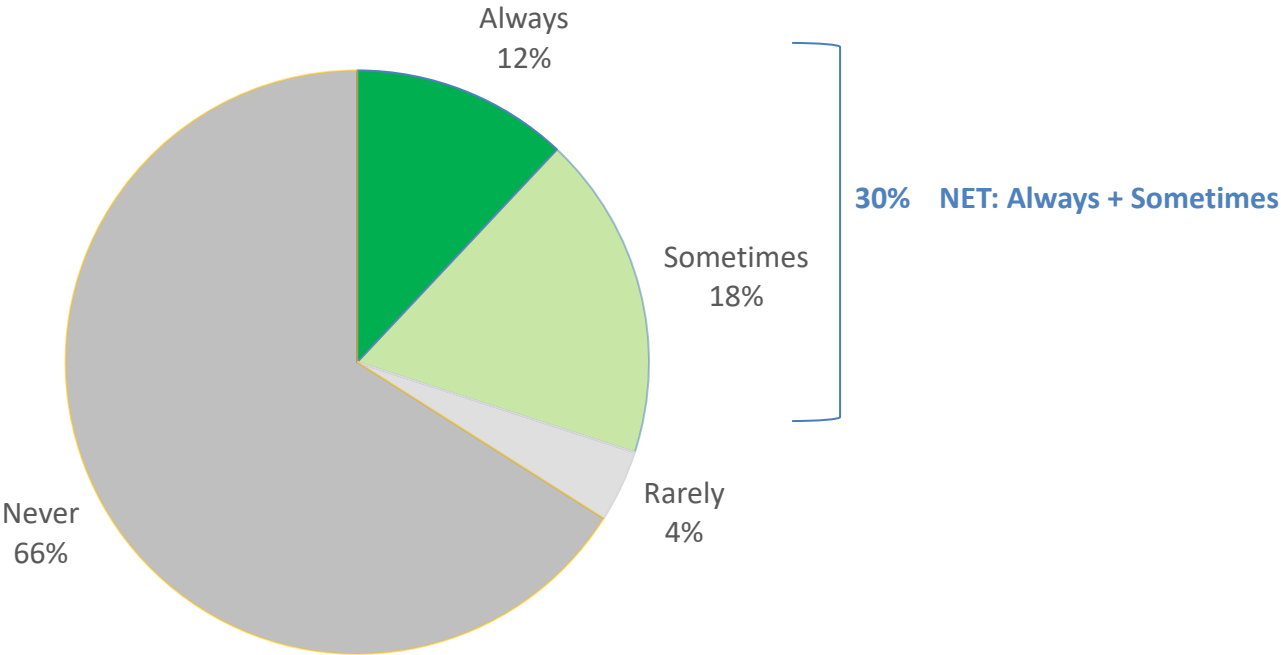
35. Thinking of the variety of product information sources in your primary grocery store, have you noticed...?

One-third of Consumers Say They Have Used SmartLabel or QR Codes for More Information



36. Have you used the SmartLabel QR code, or the SmartLabel website or app? (SHOW PICTURE) SmartLabel gives you the ability to access more information about a product through your smartphone or other device by scanning the product, a QR code or its UPC.

Three in Ten Consumers Use SmartLabel or QR Codes At Least Sometimes



37. How often do you use SmartLabel, QR codes, or the SmartLabel website or app when you are shopping for groceries?

Suggestions/Recommendations for Smartlabel

Information

- "Need more information regarding how the manufacture produces their food and how it is made."*
- "List all important relevant information regarding the product."*
- "More detailed information on the ingredients in the product."*
- "Just keep the information up to date."*
- "We hope they care about keeping their information correct."*
- "More products to have the code."*
- "Make more products available to use."*

Scanning

- "I think the code should be slightly bigger so it is easier to scan."*
- "Add more QR codes to a variety of foods in store."*
- "Have the code that is to be scanned in a more prominent location on the package."*
- "Make it more noticeable."*
- "Make the QR codes more visible."*

General Use

- "Make it easier to scan."*
- "Make the scan screen bigger."*
- "Clear directions."*
- "Just make it easier to use."*
- "Make the app work faster."*

Other suggestions

- "Media information to spread the usefulness."*
- "Maybe have a talk option to listen privately with headphones."*
- "I think it needs to be brighter."*
- "Add push notification to the app."*
- "Have competitors' information for comparison."*

In-Depth Interviews

In-Depth Interviews

- From respondents to the survey conducted with a nationally representative sample of 1,006 grocery shoppers from June 8th to 16th, 2021, in-depth interviews with a sample of 31 SmartLabel users conducted via video chat from June 28th to July 14th.
- The interviews lasted from 20 minutes to one hour and were videotaped from which transcripts were developed.

Usage of SmartLabel

- Most become aware of SmartLabel from seeing it on packaging or scanning the QR code. Most do not have a specific recollection of how or when they first came aware of SmartLabel. A few mentioned seeing it online or being told about it by friends or relatives.
- Usage of SmartLabel is not regular as most said they used it some of the time. Seeing either QR codes or references to SmartLabel on packaging often serves as a reminder.

But I wouldn't use it on an everyday basis. I can see some of this information every once in a while, but not on a daily shot. You know, not on my normal shopping trips.

- Initial reactions to Smartlabel were positive as many cite that the information is better arranged than on packages or they liked that the information is present in a standard format. Most thought that the information on SmartLabel was better than that on the label or that the information on the package label was too simple or basic.
- A number of respondents commented that that SmartLabel was “different,” “interesting,” “good,” “fast,” or “convenient to use.”
- Many respondents were very satisfied overall with SmartLabel.

What Users Like about SmartLabel

- Many liked the design of the platform often commenting that it is very clear, easy to read, and navigate with information presented very clearly.

It is better than the print on the box. The tabs make it very easy to find information.

The writing on the package is small. Using the app makes it easier to read.

It is thorough and easy to understand.

It's very clear about allergens. It doesn't have any, it's very clear. It's not so wordy, where you think, Oh my god, what is this, and I don't have time to read it because people are like quick

There is nothing to dislike. The text, graphics and colors are good. I like the information.

To be honest, I can't read the bags. They're so small. And I can't read the ingredients. And if I can't read it, I'll just put it down if I don't, but I think this makes the writing bigger. So, I think like I said I think that's like a positive

It is attractive, easy to navigate and use. It is well-designed and I like the name.

It takes you right to the information you want to see. It is easy to navigate.

Fast and convenient. Anyone can use it. It is not complex.

It is not hard to use at all. It is simple, up-to-date and modern. The tabs are easy to see.

It is organized well and is very concise and easy to read.

The graphics are nice. It is not confusing, and the information is right there.

What Users Like about SmartLabel

- SmartLabel users commented positively about the way the information was presented.

Because I think as people are getting into reading labels more, I knew there's a lot of information out there about how you need to be careful because things can be hidden under different names. And that's just sneaky as all get out. So having a quick way to scan it, click on the ingredient, get a definition is really helpful.

I'd go to the smart label. Okay. I [think] that makes shopping way faster. And you don't have to stand there and read a package just scan the label. Okay. I think it's very helpful.

I always find things that are low, you know, interesting looking. And I think those are the things I would be looking up you know, totally new products or like new formulation. Now they do new and improved or anything like those things.

I just liked, like I liked how easy it was like once you got to the thing you were looking at to like the different tabs that has a different tabs.

It is a great idea for those who are not knowledgeable.

It is interesting, fast and useful. It is able to provide all the good information one needs.

The concept is good, to give more information than is on the label.

The app gives more information than what is on the label. The app is so much better.

I love it. It gives me access. It is like there is an employee right there telling me about the company.

I think this is just amazing. You get nutrition, ingredients, allergens. Wow, it is just all amazing. There is so much information it is just crazy.

What Users Like about SmartLabel

- The history and favorites functions in the SmartLabel app were noted as positives by some users.

It's got my history of things that I scanned. So that's helpful, too. ...I can go in my history and look, so that's pretty cool. And then I see where you can get your favorites as well.

I like the heart for my favorite products. It is intuitive.

I like having the history of what I scanned and the favorites.

- Since the pandemic, a number of users commented that QR code scanning is back in vogue. With this, many commented about the ease of use as a result of being able to simply scan the QR code on the package.

So, scanning QR codes, I think, since COVID, has become like more second nature when going out.

I am a fan of QR codes. They make things easy and no hassle.

What Users Dislike about SmartLabel

- A few do not see a benefit to using SmartLabel - “It takes too much time. I can just read the labels.”
- Many other SmartLabel users complained about the many products they would look for that were not on the platform.

So obviously, the more companies that participate, the better it will be. So, I think that will be frustrating if I'm trying to scan and something's never there.

Get more things in the database. The app keeps closing when things are not in the database.

No Coca-Cola. Why are not all products on there?

There needs to be more companies. I scan things and they are not there.

- Some users wanted specific diet information to be available on the platform.

I just recently finished the whole 30 diet, and there are a lot of things that you're not allowed to have. So, I don't know if there's a way to have a tab for that. Or if you put it under, I don't know where you would put it. But you know whether or not this product is keto friendly, paleo friendly, whole 30, friendly, whatever the case may be.

Can they match it up with diets like Whole 30 or keto or paleo?

What about diet information?

- Some did not like the search functionality of the platform.

The search for products could be better. What are sub-brands?

The search is not great. It is confusing with company, brand, sub-brand. I am not sure what to put in.

Suggested Improvements to SmartLabel

- While many gave positive reviews, they also offered myriad suggestions as to how the platform could be improved.

I would like to see ratings and comments.

I think this would be really good for pet food. I don't know how to read those labels.

They could provide more information on how to use the product, how to cook.

Review would be of interest to me

Recipes and reviews are missing. What about coupons?

The images of the products could be better

I would like to know the history. How long has the company been in business? How new is this product?

You should be able to make a profile. I care about fat. I have this allergy.

Add prices

Add pricing information and where it is sold.

Put on fresh meats and other fresh products

Search by product does not seem to be an option.

Does not include corn allergies and information on processing of oils.

How SmartLabel is Used

- SmartLabel is often used when the information on the package is hard to read.

I would use it when the bags are hard to read, for bread and maybe cereal, sauces and salad dressing.

I use for smaller packages like snack bars where they cannot put everything on the package. I want to know calories, nutrition, sugar, diet information. Also, is it organic?

When the bags are tiny. For new products that I want to know what is in it, like soups, sauces and pasta. I wish it worked for meats.

- Some use the platform for new or unknown products.

I would use for unknown products, not my normal products to look up how healthy it is – salt, cholesterol.

I would use if for new items, nutrition and ingredients are key.

I would use if for new items, nutrition and ingredients are key.

- Still others use the platform for allergy and diet information.

I would use it for drinks to know the health benefits and how it was manufactured.

My daughter is allergic to certain dyes. I use it for that. My daughter wanted to try a new drink and I wanted to know what type of sweetener was in it.

Snacks, anything that has ingredients. I am curious about what is in there.

This helps me with my diet by comparing calories and sodium and things like that.

I would use if for snacks. What is in the snack, calories, fat. I would also like to be able to use for fresh foods. I don't always know their nutrition.

- A variety of other reasons for using the platform were also mentioned.

I would like to use it for fruit and meat. Frozen food since you don't know what is in it. What preservatives? What ingredients?

I use it for cleaning products and skin products to see what toxins and ingredients are in it. It addresses my health concerns.

I use it to understand the ingredients, like Stevia, what is that? They should have a rating system for how healthy are things.

I would use it for canned goods to know how it was made or grown. Also, I would like to use for meat and seafood to know where it was from and how it was raised.

Nutrition Tab

- The Nutrition tab is of most interest and is reported to be most used. Most like the presentation of information on the platform.

There is a lot of information. It covers all that you want to see, and it is easy to read. I like it.

I like the bold and the topline facts are good. These things are hard to read on the pack.

I like that. It's like, like, it's so much easier to read like, because there's more space between The lines, you know, like, on the package, it's so small or like, you know, this is Cheetos, regular bag of Cheetos, it will be all crinkly and stuff and shiny. So, I think it's very beautiful. I think it's very balanced. Because it has, like, everything spaced out. I think that's cool.

It is just like the back of the package. Just easier to read because of the size and how the information is organized.

It has all the information one needs, very helpful.

There is more than what is on the box. It is helpful and big. I don't need a magnifying glass to see the details.

- The presentation of the key facts or summary was called out by many as being helpful.

I like the summary at the top, it is easy to look at.

I like that callouts with key facts. Can they give a warning when something is too high in something?

I like the order of things. The key stuff is at the top.

It is clean and the blue is good. It is clear to read with banner facts. Then I can go in-depth. There is nothing missing.

The value is that it is easier to read. It is the giant form of what is on the package and top row is right there.

It has the typical with the summary at the top. It easy to see and it seems to have more than is on the package.

Ingredients Tab

- Many users like that they can learn more from the Ingredients tab and that it goes beyond just what is the product to explain more.

I really liked that you can like look at the ingredients and like click on a specific ingredient. Like that's what I would do on the website. Like if I found like a lipstick or something like will click on the ingredient. And it'll be like, this is what this ingredient. Here's other things that it's called. And here's what it does. So, I like one click on off the top of my head, I don't know. But it could be like this is made. This ingredient is made from this and it's in baked goods as like a preservative or something. I think that's really helpful.

This is good because it's really easy to read. And this is where usually, I think it's hard to start seeing great within products. And I guess, okay, what are you looking at? Well, I said, because so this product that I'm in, it has flour, water, sugar, eggs, butter, and then it goes down into these different things. And it describes them because it says like soy lecithin. It tells you what it is. It's a yellow brown that is substance derived from soy.

It is kind of cool. I learned something. I can make more informed decisions now.

This is helpful. It is interesting and gives more than what I would expect.

I love this page. I like when I can click on for more details.

I like that it tells us what it for.

It tells you what is in there and it gives explanations. I like that. I can teach my kids. I would love my daughter to use this.

This is really easy to read and hard to read on the package. The in-depth information is good.

The extra level of explanation is nice, informative.

- But some users want more information from the Ingredients tab.

It is nice and big, easy to read. This is usually in small print. I wish I knew what these things were.

I would like to be able to click on the ingredients to know what they do.

It has everything and tells me what it is. It does not say how much, but that is OK. I want to know what it is and where it is from.

Annoying. How much? Does the order matter?

It is a little easier than the label, but there are no percentages.

I would still like to learn more about the why of the ingredients.

Allergens Tab

- The information on the Allergens was seen as important to know even if they do have to deal with allergies in their household. They particularly like the information from the FDA.

It says, like, the thing that says what the FDA says common food allergens are and then it's gonna list so like that kind of says those are the ones that we're looking for. And then underneath it says which ones are there so I think that's good.

And for people that have allergies, this is I just said, this is great. I don't have any allergies, so I never have to really watch for anything, but in or trying to eat somebody or if you have kids that have any types of allergies. This is this is really good, clear and concise.

Like if I was bringing Oreos to somebody's house and they had an allergy, I would use it because it's instead of trying to put on two pairs of glasses, so I could actually see the ink to see if it's made in a facility that has not been this is just kind of beautifully laid out for you. So probably use it for that.

Sometimes I buy stuff for like our Sunday school class for snacks. And if I if I knew that somebody had an allergy.

It throws it right out there. I like the blue print on the white background.

This is all good to know, but it is not interesting to me.

I like that it is there and the FDA explanation part.

It is good. It tells me what I need to know.

It is good to know. It is clear and easy to understand.

Allergen information is good. It is more than is on the label.

I am lactose sensitive. This gives me useful information in just a couple of clicks.

Awesome. You don't see this on the package. It is clear, concise and the layout of the page is nice.

I like the according to the FDA part. I also like the big bold blue box. Nothing else is needed.

Features and Benefits Tab

- The information on the Features and Benefits tab was not seen as being that valuable to users.

If this is the page where if I like about this product, it might say like vegetarian or like, some other thing that you know, but if it's like a brand statement that I'm like, this isn't really info.

I mean, it's interesting where it's manufactured. I mean, and then if you're super kosher, and I mean, because I don't know if it's, let's say, does it say on the bag?

If you don't want to know then don't click on it, country of manufacturer is good, GMO is important.

I see the GMO disclaimer, but I don't care.

This is fine. The gluten-free part yes, but the other parts not so much.

It has health and safety, the best if used by date is explained and cooking directions.

This is cool. I learned some new things here.

This is very educational. It tells you about certifications.

I like this. All of this is good to know – origins, artificial stuff.

Features and benefits are confusing. I expected something different, like diet information for Weight Watchers, paleo or other fads.

I was not sure what to expect, but I like the certifications.

I like the certification and knowing where it comes from.

The product instructions and recipes are good.

Company, Brand & Sustainability Tab

- The Company, Brand & Sustainability was not of high value to users, with some expressing concern about having to go to other pages for sustainability and other information.

I'm like, okay, you know, I don't know about. I'm skeptical. I'm like, I know what you guys are up to? It's not good. This is like, you know, trying to appease the customer.

So, this sounds this gives you a lot of information. Wow. Okay. And there is about the energy, renewable energy. I think that I mean, it's very interesting. Unfortunately, I don't know that. I don't think I really, there's concern about it.

The other things, information about the company and stuff like that, that's good info. I mean, that's an interesting information, but for my everyday shopping needs and stuff, I probably would not even look at that.

I tried to be sustainable, I guess in green and all that, but I don't go crazy about it. So, I don't, that's not at the top of my list. When I'm shopping for things. I don't think about what a company's sustainability is. So, before I buy anything, so I mean, that's okay, information to have, but I wouldn't like seek it out.

I learned this was a company. That was good to know.

It takes you to the company page. I guess that is OK. I like the company contact information.

The contact information is good, it takes you elsewhere for more links. It is pretty cool.

I do like to know who makes it. Ruffles is made by Pepsi and Campbell's soup is not called Campbell's soup.

If I have to go to another site, make it easy for me to get back.

I don't like that it takes you elsewhere. Keep me on the site.

I am fine going to another site, but it is the younger people that care more about this stuff.

There is a lot of information about the company, energy use. It gives you a better feeling about the company and product.

That last tab is just links and is not informative. It is just what the company says. I don't like going to another web site. Not going to. I don't trust it and it is too much work.

Describing SmartLabel

- Users were asked how they would describe SmartLabel to a friend or family member. Most focused their description on how informative it was, using words such as empowering, makes information understandable and readable, answers all your questions and noting it is better than reading the label.

It details any and everything you would want to know about a product in the store or at home.

This app answers all our questions. It takes information from food labels and makes it understandable and readable.

It gives you more in-depth information than you can get now, better nutrition facts than what is on the box and allergen information.

This makes label reading easy if you are concerned about ingredients. There is a lot of useful information, and you can take it to the store with you in your pocket.

It is a government app used to describe products. It consolidates information on nutrition.

An innovative way to find out about product basics and company information. It is a trendy way to shop. You will like this.

- Noted that the platform is best for people with allergies, on diets or that want to eat better.

This is especially for people who want to eat right. It will help them eat smarter and healthier.

This is good for someone on a diet or with an allergy or concerned about sustainability. Sustainability information is hard to find and is important for some.

This is for people with allergies. It is a simple way to check for more information than what is just on the label.

It is for people that try to work on their diet and watch what they eat.

This is an app for people with allergies and health-focused individuals. You just need to scan the UPC code.

Describing SmartLabel (Full Quotes)

I would just tell them an app, and beyond the normal ingredients you would find on the back of the label. It has all sorts of nutritional information, you know, allergy type of information, and further definitions of the ingredients in it. So, if you're real concerned about what you're buying, and what you're, you know, putting in your household, I think it's good.

I would probably say, I would probably say it's an app. That's good. If you're not into reading labels. I mean, you know, it'll tell you what you want to know, without you looking at the label.

I would say it's like a super easy app, they can find ingredients and their sources of the ingredients. ingredients in sourcing, you can also find out like the nutrition information. Now I would say information about the ingredients instead of the sources, I'm more interested in that we're gonna say about nutrition, or nutrition and contains nutrition information would help you to do what we want to help you do to eat healthier. And just be more familiar with what you're eating.

Informational, empowering, informational. Easy use, easy to use, for some people really necessary to make to make good nutritional decisions. Important. But I just feel like the more information you have knowledge is power. And I just feel like if you, if you have the knowledge, then you're empowered to make good decisions about what you're putting in your body. So that's what I would tell a friend.

Um, I would just almost think of it as an app, that's an extension of looking at the box, all the information that you can find out there. And you can look at as long as it's something you've scanned before....yes, I will just say that it's, it's easy, you just scan the UPC code, and it will pull up everything from the basic nutrition and ingredients to allergens, any additional parts about the product and about the company, you can add it to a favorite list and save it. And if it would be good for things that you don't necessarily aren't hard to find just looking right away on a box. So, you want to know more information. I would just kind of leave it like that.

I would describe it as an app that you can download and you can open yourself shopping or I guess you could use it even when you're not shopping but you can get more information about products to find out more about the product as far as ingredients, or nutrition or really anything about the product, you could find more information about the brand. Just anything and everything that you wanted to know about a product, you can find out more information about it.

So when I say, well, there's this interesting thing out there that I could actually use to get more productive information. And you should actually know what you're taking in is really than what you see on the pack. And I think most patients I know, would like some things on their phone. Like most times previously, I just carry my phone and take it to Google products to see more about the actual doctor to see what it contains. But now, I could tell the person, there's this app that could give you a more detailed view of what you need, or you don't need to evaluate and maybe have periodic, you just use your scan and scan the product and you get more information about it. So that's, I think it's a very interest now. So, I guess most of my friends will want to try it once I get to tell them it is like that.

Convincing Brands to Join SmartLabel

- Users were asked what they would say to brands to convince them to submit their information to SmartLabel. Users almost universally thought that all brands should be on the platform.

Yes, it is stupid not to. Why not? It's your image, and you will sell more.

People are looking for this information. You need to be seen and more people will buy.

Why are you not there? What are you hiding? We need full disclosure.

It should be available, transparency. It is easy.

Companies need to be open to their customers. They need to educate the customer and win their trust. It is about integrity.

We are in a tech world. This makes it easier for shoppers. It closes the gap between people and brands.

What are you trying to hide? Shame on you for not sharing.

Consumers are smarter today and they want to know. By doing SmartLabel, you are helping consumers make good decisions. They are more apt to buy your product. It is a win win.

our competitors are there. You are missing out on customers.

It is not too hard to do. If you are doing good, highlight it.

Do it. It can be the difference between a shopper buying or not buying. It can only benefit you and not doing it will hurt you.

Sales will go up. Everyone wants to eat healthier. Unless you have something to hide.

100%. The future is the informed consumers, especially for millennials. We need full disclosure, no secrets.

If you want to move into the future, this is in your best interest. If you have nothing to hide you need to do this.

Convincing Brands to Join SmartLabel (Full Quotes)

Because it's something that I see that's the future of you know, the informed consumer. And when millennials especially when they go to the grocery store, that's information that they want to have. And when these company's competitors are putting the information out and they're and these companies are choosing not to. It also throws it could throw up a red flag for someone like huh, why are they not doing full disclosure? And I think it's information, as you said that they're providing anyways, it's not secret, you know, information. They could use it to their benefit, they could use it to possibly highlight additional benefits that they're that their product has. It's just one additional way to make their life stand out amongst the competition.

It doesn't cost you anything. And if somebody is using the app, and you can get another customer or somebody will buy your product, because they see you on here, then why not?

Well, I tell them that I would that I'd really recommend that they get on this partnership or whatever, get your products on the site because I'd imagine that quite a number of or quite a lot of consumers would have increased confidence in their brand if they were to find their products on this app. And I personally believe that this is a great app to be on as a brand, because it's got a lot of flexible brands already on it. And consumers actually love it.

I would, I would definitely say, to do it, because it will help millions and millions of people, especially people that are suffering from you know, different things, like I said, gluten, you know, ingredients, allergens. Also, people that are elderly people, because they're, you know, they have all kinds of health issues, and they don't know what they can eat. Sometimes this will just tell them very quickly. It's easy for them, they can just hold it up. Boop, it's there, you know, they click on a button, the text is pretty big, they should be able to read it, or they can zoom in. Yeah, you can even zoom in, right? Um, I think for those people, and you have, I would say that's probably 50% of the population. And I'm just making that up. But I imagine there's a lot of people in the world that aren't doing very well. And I I'm always surprised that people that I meet that are like, Oh, I can't do anything, he was just gluten free. I'm like, You got to be kidding me. Like, that's gotta suck, right? Are people that Oh, he's allergic to peanuts? He can't I'm like, Wait, what? Like how am I don't know if there's peanuts in something. And I would never think if it had peanuts in it, because we just don't know, right? But if we pull this thing up, the parent will know, so great for parents, great for I think elderly people, great for people that are kind of have illnesses. And there's a lot of people in the world with all those things, and I just named a few, right? So, they would kind of help probably even save a life, you know, sort of, or, you know, help other food products kind of get bought that are sitting on a shelf that are as good, if not better, and less calories and without certain things.

I would say that, yes, they should absolutely be on it, it could be the difference between someone buying their product or not being able to look up all the information in one place, especially if this if this is an app that more people are starting to learn about. Maybe it's advertised. And you know, if more if more people are using it know about it, that it will only benefit you to be on there. And that there's not a lot of information that goes into each product to put it on there. I see it only hurting a company not being on there because that doesn't reflect so much to me on SmartLabel it just reflects more to me on the company that this is an on there.

Convincing Brands to Join SmartLabel (Full Quotes)

Oh, I'd absolutely say look, if you're if you would want to move into the future with way technology and things are going this is probably you are best in your best interest to add your products to this app, it's going to push it into a lot more families' homes, it's going to push it, it's going to give a lot more people access to information that they some desperately need. As far as allergies, you know, somebody you won't have to worry about if your product is out there, and it's hurting people, because people don't know that there's a hidden corn nut in there that they're allergic to, and it could possibly cause issues for somebody. Okay. So yeah, and if there's nothing to hide about your product, and you want to bring it to the masses, this is a website that you should absolutely involve yourself with. Because a lot of the top companies in the world right now are part of it.

I would tell a CEO of a company or a brand, I would tell them that consumers are smarter today. And they want to know what they're buying. They want to know what they're eating. They want to know what they're using. And they're very health conscious. And they want to know what they're putting into their body and onto their body. And they want to know what ingredients are. And that by putting your brand on the smart label, you're helping consumers know, be better informed and know what is in their products. And you're helping them make purchasing decisions. So, it's a win win situation for you and for the consumer because you're helping the consumer be better informed. And you're helping your brand or your company by encouraging consumers to buy your branded because if it's there, and they're seeing what the ingredients are and they meet their needs, they're more apt to buy your product. That's what I think that's what I would tell a CEO.

I mean, the benefit, I think, is for people, you know, trying to look at what they're eating. But I mean, like I said, right, there's a lot of competitors, you know, in this sort of space that are more comprehensive. I mean, I think I think the idea is valuable if it's more fleshed out where like, consumers can take value in it, especially if you're health conscious and you're really looking at what you're putting in, if you could have the SmartLabel thing scan me right here, see how good I am that I could see like a compelling reason to have this as a company right like if I'm a you know, food manufacturer, especially in the healthier food, transparent about how bad your bad food is. But if you're if you're doing something that's good, I mean, I think you want to highlight that, and I think that's where it can be valuable.

Other Comments

You need to get this in front of more people. They need to know about this.

Make the QR codes bigger and move it away from the UPC code on the packages.

The app means not touching packages like we used to do. I am not spending time in the store touching and reading during COVID.

Can you add coupons, pricing or special deals? Can you merge it with my grocery store app?

I would like to use it on fresh foods since there are no labels on fresh foods to tell you.

Give people an incentive to use it. Scan a 1000 products and get something.

Offer recipes, meal ideas and smart food ideas.

There are not a lot of products on there and that can really be frustrating.

Get more products on there, particularly new products.

I was looking for --- products on there. Why not? You need to build up the database.

More products. There are not enough on there. You need to add more.