



PELLICONI LAUNCHES DAPP: THE SERVICE TO DIGITISE PACKAGING

- The world's leading manufacturer of caps for the beverage sector launches the DAPP service: [digitising packaging](#) for consumer engagement
- It has partnered with the start-up company Leevia for prize contests via QR code in the "DAPP Ready" version
- The offer also includes Augmented Reality and digital tools for marketing and loyalty-building activities with DAPP PRO

23 May 2019, Ozzano dell'Emilia, Bologna, Italy - Pelliconi Group, the **world's leading manufacturer of caps for the beverage sector**, is committed to **innovation** and has launched the [DAPP](#) service to offer its clients, and not only, tools to [digitise packaging for consumer engagement](#).

To do this, it has **partnered with the start-up** company [Leevia](#), which will provide technical and legal support for the prize contests via QR code in the "DAPP Ready" version. The offer also includes options using **Augmented Reality** and **digital tools** to generate product-based **interactive marketing** and loyalty-building activities with "DAPP PRO". The aim is to **bring end consumers closer to the product** through the point of contact itself: the cap and packaging.

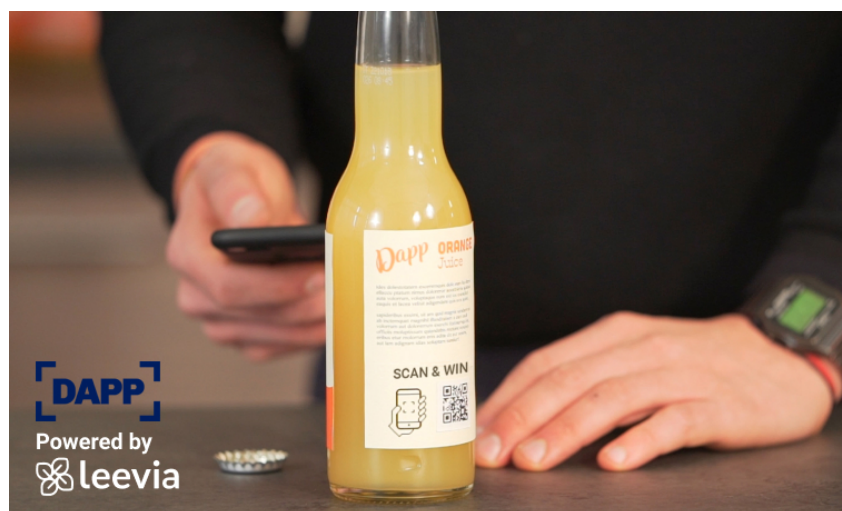
How does it work?

Pelliconi S.p.A, which partners with leading suppliers in the global beverage market, offers its clients the opportunity to print a QR code inside the caps it produces. After opening the bottle, end consumers will be able to scan the code with their smartphone and access a dedicated landing page containing a prize contest, jointly developed with the partner company.

In addition, with Augmented Reality, the client's marketing campaign can also be activated through an image or logo printed on the cap or on the packaging: in fact, clients can use DAPP to design the consumer engagement strategy that can help them reach out to their consumers in a new and interactive way.

Some of the products dedicated to online contests under the Leevia brand, a leading company in the prize contest sector in Italy, include the Instagram Contest, the only product integrated with Instagram, today's most popular social network, Scratch and Win, which is a digital "scratch card", the Quiz, Instant Wins and the more classic Giveaway.

This type of initiative offers a number of benefits: it allows clients to **boost their sales**, **differentiate their brand** from others, **interact with consumers** and, in particular, gives them the opportunity to **know their consumers** when the product is consumed.



PELLICONI & C. S.p.A.

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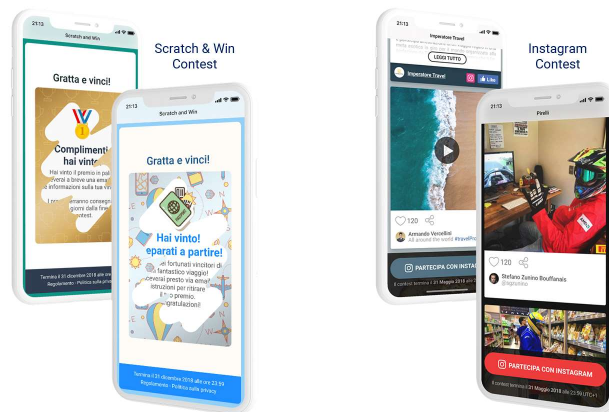


*'Pelliconi aims to go beyond product supply in order to offer state-of-the-art services. Consumer engagement is a major aspect for our clients and digitising packaging is a key move for companies such as Pelliconi, which have been providing the physical media for 80 years,' said Matteo Mingardi, Innovation Manager of Pelliconi Group. 'From an **Open Innovation** perspective, we have teamed up with reliable partners with extensive experience in the online contest market.'*

DAPP and Leevia working together to bring about innovation

Leevia was founded as a start-up company and today, after conquering the Italian prize contest market through projects with major brands such as Unilever, Campari Group, Pirelli, Puma, Mercedes and many others, it is successfully expanding its presence worldwide.

'Thanks to the partnership with Pelliconi Group and Dapp, Leevia products will enter the homes of millions of consumers worldwide thanks to beverage products,' commented Francesco Mancino, CEO of Leevia. 'This is yet another step forward for our team which, once again, places innovation at the heart of its growth strategy'.



Pelliconi

Founded in Bologna (Italy) in 1939 as "Ditta Angelo Pelliconi" (DAP), specialized in the production of crown corks, Pelliconi is now a world leader in the field of packaging for the Food & Beverage industry.

Pelliconi is continuously expanding its business. Today it has five production plants spread over 4 continents: two in Italy, in Ozzano dell'Emilia (Bologna) and in Atesa (Chieti); one in Cairo (Egypt); one in the United States, in Orlando (Florida); the most recent site was inaugurated in 2016 in Suzhou (China). There are also five international commercial branches, thanks to which Pelliconi has created a vast sales and distribution network allowing the group to become one of the largest producers and exporters of closures worldwide. Pelliconi currently has an annual production capacity of over 30 billion caps and employs almost 600 people worldwide, with a total revenue of about 150 million euros.

www.pelliconi.com

DAPP is a spin-off of Pelliconi – the world's leading group in the production of caps – from which it has acquired extensive expertise in the field of packaging with a special focus on innovation.

This is why DAPP has the innovative freshness of a start-up company and the strength and reliability of a group with 80 years of experience. Discover more on dappdigital.com/en



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