

“From Farm To Shelf To Pantry”

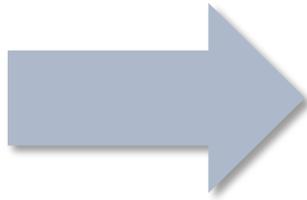
Capitalizing on Consumer and Retail Trends

Joe Hattrup – President & CEO

FASTechnology Group



Joe Hattrup – Founder/CEO





Enternet

Newspaper Controls



FASTpro

CP Finishing Systems

CUSTOMprint+

CPG Packaging Solutions

NFL 2013 Rewind

Cowboys Fans...Welcome to Chicago!

Dallas Cowboys  **28** **FINAL** **45** **Chicago Bears**

Watch  Listen 

 Listen  Watch 

	1	2	3	4	OT
DAL	7	7	0	14	0
CHI	7	17	11	10	0

GAME INFO DRIVE CHART GAME REWIND

McCown torches Cowboys

Josh McCown threw for four touchdowns and ran for another as the Bears dump trucked the Cowboys, 45-28, on "Monday Night Football."

Watch

Download Game Book (PDF) 
Online Audio Pass | Game Rewind
Mobile Mobile Applications
Shop NFL Shop

Soldier Field

*The Jerry Jones enigma.
Oil Guy? Football Guy? ...Or Brilliant Marketer!*

NFL Team Values 2014

Forbes

1 of 32



Stacy Revere/Getty Images

1. Dallas Cowboys

Team value: \$3.2 billion
Revenue 2013: \$560 million
Operating income 2013: \$246 million

Jerry's "Play Action"

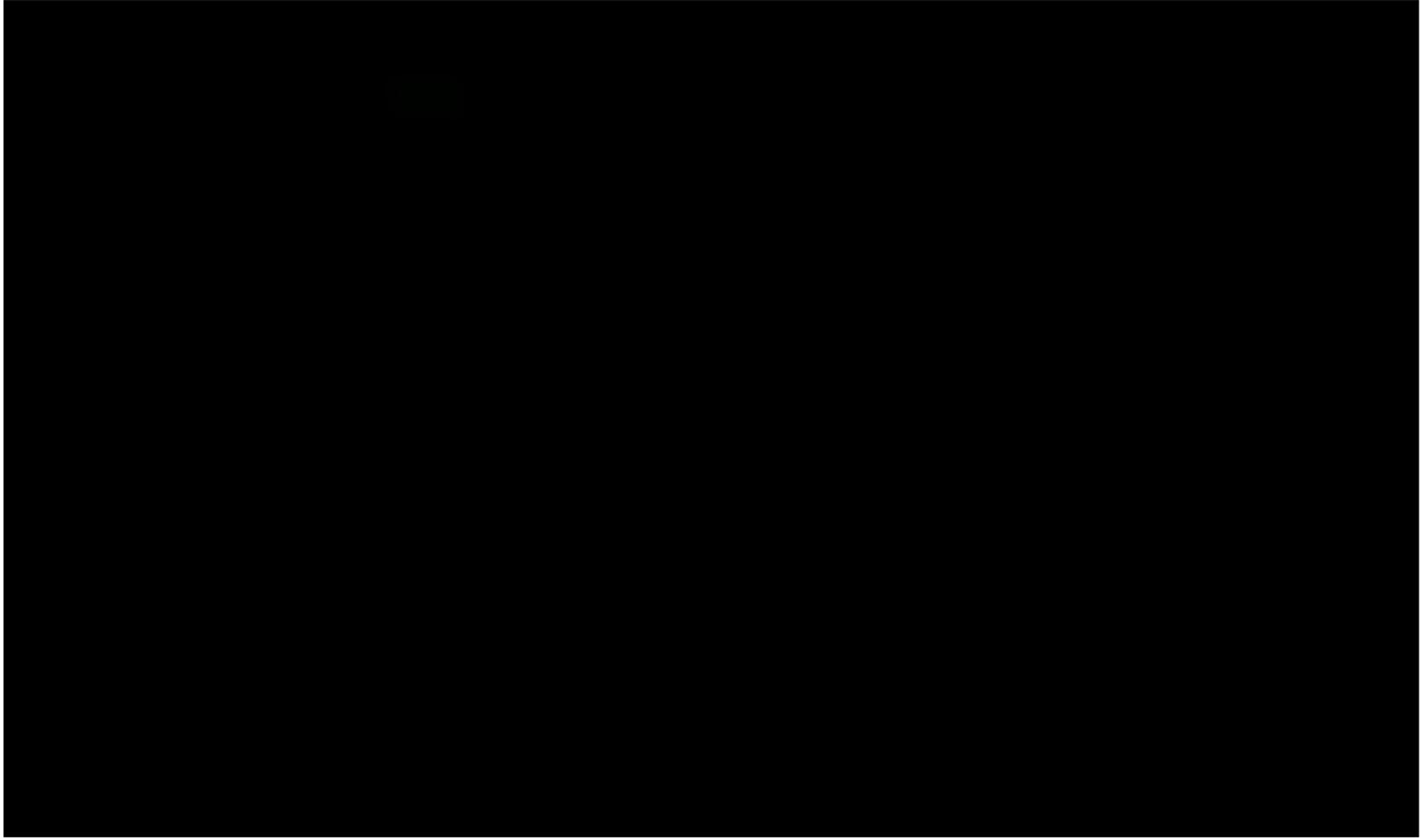
lessons learned from localized marketing extend to fans outside of Texas



The 4 Principles of Survival in a Multi-Channel Retailer Environment

1. Make the entire experience “**local**”
2. Ensure product or service “**personalization**”
3. Create a **two way relationship** with shoppers
 - Creating a conversation vs. a monologue
 - Retailer gathers feedback that leads to better service and products
4. Provide shoppers with a new level of **convenience**





Walmart Media Clip

Baby steps toward product personalization

What's your name?



*Year on year sales lift reportedly exceeded 10-15%!**

Cross Merchandising Store Promotion

Target-Kellogg's-Starbucks

Kellogg's Special K

good source of fiber

120 CALORIES 5g FAT 140mg SODIUM 70g CARBS

STARBUCKS VIA READY BREW

just got even better.

You already love to start your day with the great taste of *Special K*®. Now you have even more reason to wake up with a smile: a sample of delicious premium Starbucks VIA® coffee inside!

ENJOY A SAMPLE INSIDE

Fruit & Yogurt

Naturally & Artificially Flavored
Crunchy Rice & Wheat Flakes with Oat & Fruit Clusters & Yogurt-Coated Clusters

NET WT 12.8 OZ (363g)

ENJOY A STARBUCKS VIA® READY BREW moment.

Save on Starbucks VIA® coffee

See coupon enclosed with sample for details.

Expires 6/30/13

TARGET

When in doubt...Do it all!



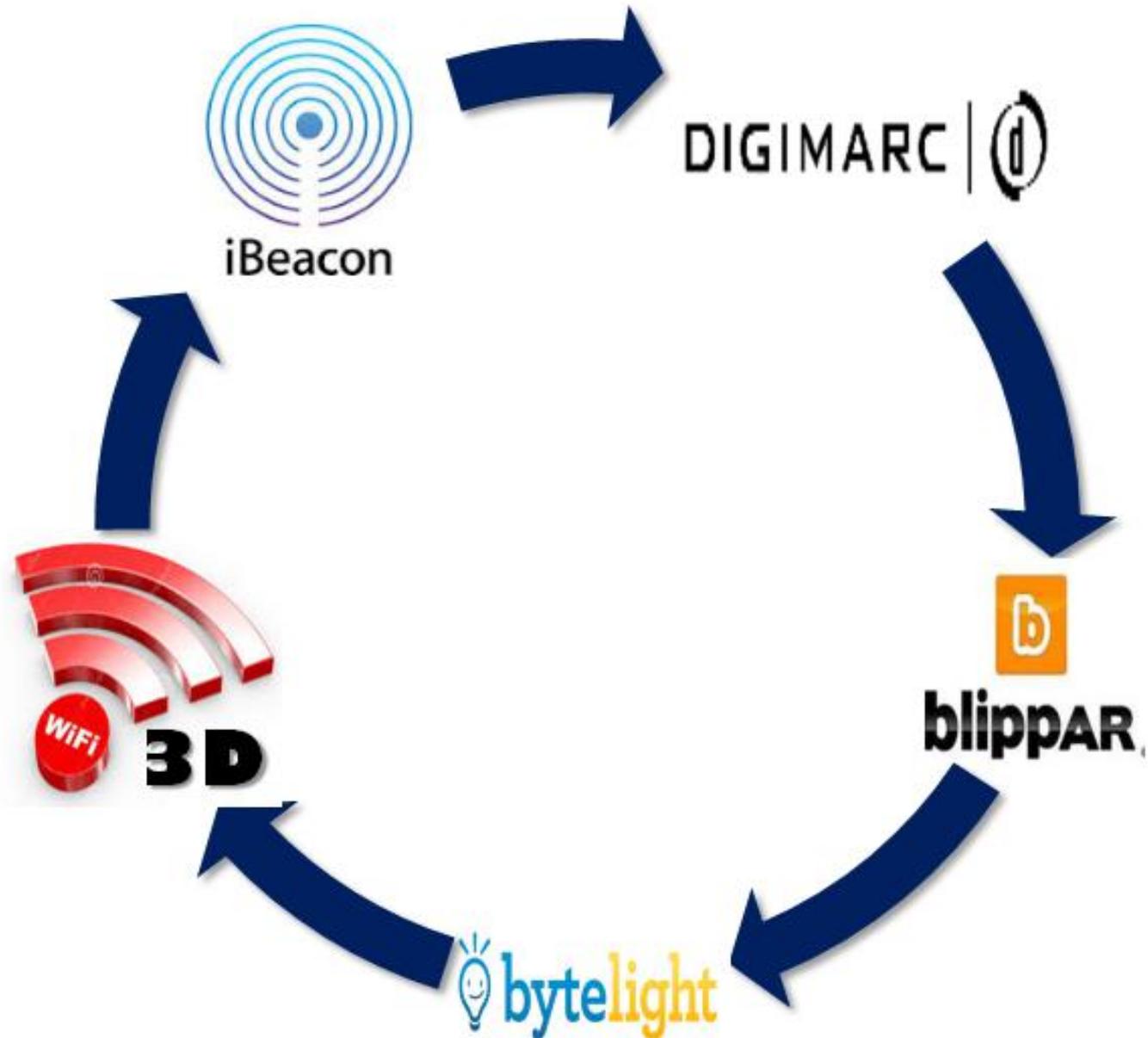
Shopper Engagement Trends “State of the Art”

Is it simply technological “noise”?

Or...

Can we build a sustainable business
model around the seemingly conflicting
technology

Emerging Technology: PUSH Strategies



Common Denominator: It's a harder sell given today's privacy concerns



Required Reading: *Age of Context: Mobile, Sensors, Data and the Future of Privacy* By Scoble & Israel

FASTech Solution: Integrated PUSH/PULL



PACKPrint™
Buy what you know

FASTech-Shopper Engagement Integrated PUSH/PULL Strategy

Via the retail package and print, leverage FASTech core competencies to build shopper trust and create the post-purchase relationship. Integrate with PUSH engagement strategy where synergies exist.

- *Localization*
- *Personalization*
- *Supply Chain Transparency*
- *Convenience*

The FASTech Mission

“From Farm To Shelf To Pantry”

"The RIGHT newspaper.....
to the right household.....
advertising the right product...
at the right store.....
at the right time!"



The PACKprint® Standard

Shopper Engagement...the RIGHT way!

- Scannable serialization
- Supply chain gap filler
- Engage the shopper on her time and terms

The PACKPrint® Standard

A Crazy Deal for your you from the Crazy Monkey

SAVE 30¢ Now!

You're just moments away from spooning into a deliciously creamy cup—at a discount too! To prevent any complications at the cash register, please scan pack print for Internet coupon. After filling out the fields found on the site, you'll have the chance to redeem each of our coupons with a limit of three coupons for each offer. Coupon offer is void where prohibited by law (CA, LA, MN, NV, NJ, ND, TN and WI).




PACKPrint™
Buy what you know



PACKPrint™
Buy what you know

Granola Cookie Crunch®

Nutrition Facts	
Serving Size 1 oz (28g)	
Servings Per Container about 11	
Amount Per Serving	
Calories 140	Calories from Fat 55
<small>% Daily Value*</small>	
Total Fat 6g	9%
Saturated Fat 0.5g	7%
Trans Fat 0g	
Cholesterol 8mg	2%
Sodium 52mg	2%
Total Carbohydrates 19g	7%
Dietary Fiber 2g	8%
Sugars 7g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 6%
<small>*Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.</small>	
<small>Calories: 2,000 2,000</small>	
Total fat	Less than 65 g 80 g
Saturated fat	Less than 20 g 25 g
Cholesterol	Less than 300 mg 300 mg
Sodium	Less than 2,400 mg 2,400 mg
Total carbohydrate	300 g 375 g
Dietary fiber	25 g 30 g

Ingredients: Rolled Oats, Organic Corn Meal, Bittersweet Chips (unsweetened chocolate, sugar, cocoa butter, vanilla, soy lecithin, milk fat), Demerara Sugar, Canola Oil, Molasses, Egg, Flax Seed, Honey, Natural Flavor, Salt, Baking Soda, Baking Powder

Crazy Monkey Baking, LLC
798 Township Road 1101
Ashland, Ohio 44805
(419) 962-4369
www.CrazyMonkeyBaking.com

DCC-11



- Embedded Walmart SKU specific URL
- Embedded Pkg Specific Serial # Ref.
- Adjust program/offer based on Exp Date

Data Record Variable	Value
Born On Date	03/15/14
Expiration Date	06/15/14
Raw Materials Table / Origins	Embedded Data Table
Ingredients Table	Embedded Data Table
Production Facility	Ashland, OH
CARTONprint Code	xxx-xxx-xxx
PALLETprint Code	xxx-xxx-xxx
Stated Pkg Weight	312 grams
Actual Pkg Weight	298 grams
Line Operator / Shift	
Production Line #	
Comprehensive PACKprint Data Record	
Final Destination	2110 W Walnut Rogers, AR 72756
Carbon Footprint Mileage	837 Miles

The PACKPrint® Standard

Powerful Shopper, Retailer, CPG Mfgr User Interface

The image displays five overlapping screenshots of the PACKPrint mobile application interface:

- Top Left:** A screen titled "Ending Production Date / Time:" with a text input field. Below it, a "Select a Retailer:" section features logos for Walmart, Walmart Supercenter, Walmart Express, and Sams Club. A "Submit" button is at the bottom.
- Top Center:** A screen titled "My Product Journey" showing a map of the United States with several red location pins labeled A through E. A callout box for "Warehouse/Distribution" is positioned over Kansas City, Missouri.
- Center:** A screen titled "Shopping List" with a table of items. The table has columns for "#", "Product*", and "Date".
- Bottom Center:** A screen titled "Export your shopping list to your favorite grocery apps (coming soon!)" with logos for Walmart, Peapod, GroceryIQ, and Shopper.
- Right:** A screen with a pink call-to-action box: "Please click here for more information." Below it are sections for "See posts about this Product!", "Subscribe to product notifications!" (with a phone number input field and a "Notify Me!" button), and the PACKPrint logo at the bottom.

#	Product*	Date	
1	Jif Natural Peanut Butter	08/02/2014 11:43:11 pm (GMT)	
2	Snyder's Of Hanover Mini Pretzels	08/03/2014 04:11:12 pm (GMT)	
3	Organic Classic	08/03/2014 10:48:06	

The PACKPrint® Standard

How is PACKprint® truly disruptive technology, and a game-changer over conventional track-n-trace?

- Sophisticated integrated marketing – retail weapon
- Exactly aligns with retailer & CPG needs and supply chain gaps
- Mobile apps. and tools available to scan and engage
- Technological reach, scalability, bandwidth

PACKprint Deployment Viability

Either Private Label or Branded

Meat

Dairy

Fresh Produce

Pet Products

?

Infant Nutrition

Bakery

What does PACKPrint® mean:

- *To the MANUFACTURER?*

- *To the RETAILER?*

- *To the SHOPPER?*

.....To NEWSPAPER!

How can Newspaper be relevant?

- Continue to "Technologize" Logistics Precision
- Innovate, but simplify where prudent and maintain focus

Resist tendency to be overwhelmed by Retail / CPG fickleness and obsession with impractical trendy technology

Google
GLASS



How can Newspaper be relevant?

Focus on 1-2 straightforward and clear value propositions for supply-chain equation, align with 1 or more of the clear-cut Retail needs.

Micro-targeted household sampling



How can Newspaper be relevant?

Localized Cause Marketing Initiatives

In Store Communication

SMALL SCHOOLS BIG DREAMS

TAYLOR'S CHILI SALUTES THE TOP FOOTBALL SCHOLAR-ATHLETES AT OUR LOCAL HIGH SCHOOLS.

- Bring box labels to your athletic department.
- Your personal means double
- Taylor's Chili to the school labels turned
- Go to [taylor's chili](#) local retail high school

QR Code Web Enabled

WALMART #9822 RETAIL READY PALLET

CARROLLTON ISD	FRISCO ISD	PLANO ISD
CARROLLTON WILDCATS	FRISCO HAWKS	NORTH PLANO RAIN
ARCADIA BRAVES	HIGHLAND BADGERS	SOUTH PLANO OWLS
BYRNES DEVILS	LONGDEN HELLCATS	EAST PLANO KNIGHTS
ROCK CREEK WARRIORS	GLEN HOPE LIONS	WEST PLANO DRAGONS

At Home Communication

GOOD FOR ONE FREE SMALL COFFEE

ONLY AT 7-ELEVEN

Come out and talk X's & O's!
With the Plano West Varsity
Sunday 1/16 from 9-11 am
@ YOUR Local 7-11
3022 Park Ave. 75093

12th in a row

DA unit rare prosecutes public official

What's the "End Game"?

1. Reinvention and innovation successful. Everyone wins!
2. Jerry Jones recognized world-wide as marketing visionary and genius.
3. Ego satisfied. Retires as Cowboys G.M.

DALLAS WINS SUPER BOWL XLIX

Cowboys 34 Broncos 31



02.01.15