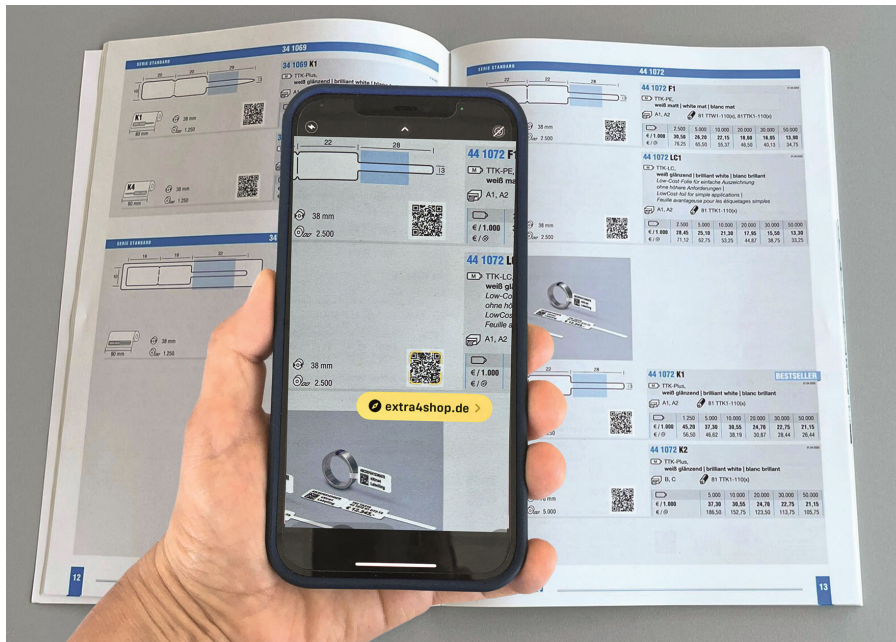


**Pressemitteilung / Press  
Release**



**eXtra4 catalogue now with QR codes**

**Shop online by scan for labels at the current price**

Birkenfeld, 03.08.2023. To kick off the autumn trade fair season, Ferdinand Eisele has equipped the updated catalogue of its eXtra4 Labelling Systems brand completely with QR codes. Die Broschüre des Unternehmens mit Sitz in Birkenfeld bei Pforzheim zeigt auf knapp 100 Seiten, was an Etiketten, Soft- und Hardware sowie Zubehör zur Auszeichnung von Schmuck und Uhren ab Lager erhältlich ist. A code for each item links directly to the corresponding product in the eXtra4 webshop, where prices - in contrast to the catalogue - can be kept permanently up-to-date. This is how you can make your purchase quickly at the current price - best of all conveniently via online order.

**Webshop as a communication channel**

With the relaunch of the eXtra4 webshop at the end of 2022, its feedback in the jewellery and watch industry has steadily increased. Customers from home and abroad appreciate its transparency and the possibility to order on account as usual after the initial order. Since the general cost situation means that prices have to be permanently adjusted to the current supply markets, eXtra4 therefore uses the online shop to provide information on the latest product prices.

**QR code links platforms**

In order to also offer access to the latest prices to interested parties who prefer a catalogue to browse through in printed or electronic format, eXtra4 has now assigned an individual QR code to each individual item. Scanned by smartphone or online with a click, it links directly to the eXtra4 webshop and opens the article on the corresponding product in the browser. If you want, you can immediately put the item in the shopping cart, continue shopping with other products via the scanned code and complete your order online by proceeding to the checkout.

**Happy customers with two-way communication**

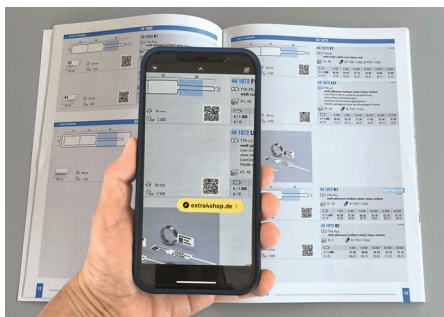
"With the cost explosion, triggered by the changed global political situation, we see ourselves forced at the beginning of 2022 to abandon our previous practice of keeping prices constant for two

years and publishing them with a printed catalogue," Managing Director Alex Schickel explains his company's changed approach. "Now we are using the real-time possibilities of e-commerce to communicate up-to-date prices in a contemporary way. Embedding QR codes in the catalogue allows us to reach customers with traditional habits as well. You can check the printed prices for actuality via the link. With this double strategy, we stay up-to-date both technically and in terms of prices and hope to satisfy all our customers.

The new eXtra4 catalogue will be available in hard copy during INOVA, Frankfurt, 25. – 27.08.2023, in Hall 11.1 at Booth A14, and during VICENZAORO, Italy, 08. – 12.09.2023, in Hall 2.2 at Booth 210. The brochure can already be browsed online as a PDF document at [www.eXtra4.com](http://www.eXtra4.com).

(2.872 digits incl. blancs)

## Images with captions



**Fig.1: New in the eXtra4 catalogue: via QR code directly to the item with up-to-date prices in the webshop**



**Fig.2: Cover from the eXtra4 Labelling Systems stock catalogue, updated for the 2023 autumn trade fair season**



**Fig.3: Alex Schickel, Managing Director of Ferdinand Eisele GmbH with its brand eXtra4 Labelling Systems**