



KNOG PTY LTD
453 CHURCH ST
RICHMOND, VIC 3121
AUSTRALIA
TEL: +61394286352
ABN: 52101462122

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Knog's new Augmented Reality enabled packaging brings its products to life straight out of the box.

Having originally started as a design business, embracing innovation has always been central to Knog's approach to all that they produce. Once again Knog are putting themselves at the vanguard of design and innovation through their use of 'Augmented Reality' on their new packaging designs.

Knog's decision to embrace 'AR' stemmed from their desire to make their packaging as eco-friendly as possible. Changing the construction of Knog's packaging to recyclable cardboard was straight forward enough. However, removing the convenient but environmentally damaging clear plastic windows, meant that consumers only had a single photo of the product on the outside of the box to decide if this was the Knog light for them or not.

This is where Knog's approach to problem-solving has once again embraced new technologies to help find a solution. By providing a convenient QR code with accompanying marker as part of the packaging design means that consumers can access a full 3D model of the product inside the box, simply pointing their smartphone at the box and following the prompts.

This forward-thinking solution allows consumers to better understand the product that they are purchasing, which in turn helps retailers by removing the need for expensive POS solutions, as well as giving consumers the product information they need without the need to open the box and potentially damaging the packaging or product.

All new Knog packaging will now feature this 'AR' enabled technology, with Knog plans being to continue to advance and improve their consumer's experience at all touchpoints with the brand. Look out for Knog's new packaging which will be rolled out into retail environments from September.

We encourage you to try our new product 'AR' for yourself below. This version features our game changing Oi Luxe bike bell. Please note that on some android phones you may need to enable the scan QR code function in order for our AR to function. The QR code function can be found in your camera settings.

