



Multi-Color Corporation and Talkin' Things establish a strategic partnership to offer connected products

Cincinnati (USA), February 16, 2018– Multi-Color Corporation, a global leader in premium label solutions announces a strategic partnership with Talkin' Things, a smart packaging system. This system enables brands to communicate with consumers, protect against counterfeiting, track products throughout the supply chain, and much more!

#RethinkPackaging – With this agreement, MCC and Talkin' Things have established a strategic partnership to raise awareness among brand owners about the rapidly growing trend of connecting products to the Internet of Things (IoT) through packaging. A long-term agreement has been signed to provide joint smart packaging solutions, i.e. NFC/RFID, Augmented Reality, IoT sensors and anti-theft protection based on EAS technology.

As a result of this cooperation, MCC and Talkin' Things are strategically focused on connectivity and joining the new world of smart packaging. The old world of traditional packaging was characterized with loyalty to the distribution channels, purchasing data from retailers, counterfeiting and food waste issues and unchangeable promotions within one label. The new world based on smart packaging, offers digitally extended labels protected against counterfeiting and refilling, real-time promotions management, direct communication with end-customers, personalized mobile promotions and rewarding real customers directly through the product which increases loyalty to the brand.

Talkin' Things and MCC become a one-stop-shop for making products connected, secured, interactive and traceable through the entire distribution chain.

“We are very excited that after extensive joint R&D and a lot of market validation based on common projects in both the USA and Europe, we have entered into this agreement with MCC. We believe that our cooperation will bring great value for our clients”, said Marcin Pilarz CEO at Talkin' Things. “Thanks to our collaboration with Talkin' Things, we are now ready to meet our customers' needs for digitalization of their products”, said Mark Strauss MCC New Business Development Director.

MCC and Talkin' Things offer a dedicated implementation technology to all kinds of labeling solutions such as, pressure sensitive, shrink sleeves and roll fed labels. Connected products are beneficial for a number of markets including Wine & Spirits, Healthcare, Food & Beverage, Home & Personal Care, Automotive and Consumer Durables.

About Multi-Color Corporation

Multi-Color Corporation (“MCC”), established in 1916, one of the world's largest and most awarded label printers today supporting many of the world's most prominent brands including leading producers of home and personal care, food and beverage, wine and spirit, healthcare and specialty consumer products. MCC serves national and international brand owners on 5 continents (America, Europe, Africa, Asia and Australia) via a comprehensive range of the latest Label Technologies in Pressure Sensitive, Cut and Stack, In-Mold, Shrink Sleeve and Heat Transfer. MCC employees over 8,700 associates at 70 facilities globally and is a public company trading on the NASDAQ Global Select Market (company symbol: LABL).

For more information, visit www.mcclabel.com.

About Talkin' Things

Talkin' Things is the leader in smart packaging solutions for IoT, providing a full and comprehensive product communication platform. Talkin' Things is the only provider in the world that offers a real end-2-end solution with customizable technology, software, hardware and marketing creation. Talkin' Things has a long history of working with leading brands and packaging companies to deliver innovative solutions that define the trends in the Smart Packaging market. With offices in USA, Poland, Spain, Switzerland, UK and partners worldwide, Talkin' Things is the ideal choice for brands running Smart Packaging campaigns.

For more information, visit www.talkinthings.com.