

# ACCESSIBLE PACKAGING

## PLAYBOOK



# HOW ACCESSIBILITY CONNECTS YOUR BRAND TO A \$13 TRILLION MARKET

People with disabilities and their families have a significant share of the global spending power. Accessibility gives your brand a strong competitive position to reach and engage a large share of this target market.



Scan that code with the NaviLens App from a distance, in motion, and without focusing.



## Connecting your brand with 1.3 billion people

### The Challenge:

- **Inaccessible Safety Info:** Critical details like **allergens, nutrition facts, and usage instructions** remain out of reach for millions, including seniors, the deaf community and individuals with visual or cognitive disabilities.
- **The "Silent" Rejection:** According to *Business Disability Forum*, **90% of consumers with disabilities** lose interest in a brand if the packaging is not accessible or informative.
- **Language Barrier:** Physical labels are limited by space. Customers are far less likely to buy products they can't read in their **own language**.

### KEY STATISTIC

**Currently, 1.3 billion people (16% of global population) live with some form of disability (Source: UN).**

# REDEFINING PACKAGING ACCESSIBILITY: NAVILENS AND BEYOND

- **No Focus Required:** NaviLens works from several meters away and doesn't require the user to "frame" the code.
- **Multilingual Design:** Automatically translates all product information, acting as an innovation driving design amplification that ensures utility for users of all abilities.
- **Universal Reach:** As a complementary app to NaviLens, NaviLens GO provides a dedicated interactive experience for full-vision users.
- **On-demand filtering:** Users can choose to highlight allergens or dietary certifications like vegan, vegetarian, kosher, or halal at any time.



# WHY NAVILENS IS THE INDUSTRY STANDARD

## PERFORMANCE BENCHMARK: NAVILENS VS. LEGACY SOLUTIONS

Feature	Braille	Standard QR	NaviLens
<b>Accessibility Coverage</b>	Limited adoption (~10%). Single-language only.	Requires precise positioning and visual interaction.	Inclusive for all users with automatic multilingual access.
<b>Physical Constraints</b>	Requires dedicated surface area; limits packaging design.	Needs sufficient footprint for reliable scanning.	Compact code with high detection range.
<b>Content &amp; Scalability</b>	Limited information. Not updatable (e.g., expiry dates or batch numbers).	Static unless reprinted.	Unlimited, dynamic content managed remotely.



NaviLens is a GS1 UK partner, reinforcing our leadership in global standards and innovation.



Fully aligned with the European Accessibility Act, enabling brands to turn compliance into a competitive advantage.

## ALREADY TRUSTED BY INDUSTRY LEADERS



# CASE STUDY: KELLOGG'S GLOBAL LEADERSHIP.

## Total Scans ('22 - '25)

**+314,000**

**Direct interactions** generated without additional paid campaigns.

## Annual Growth ('22 - '25)

**+10%**

Solid evidence of our sustained upward momentum and **steady growth** year after year.

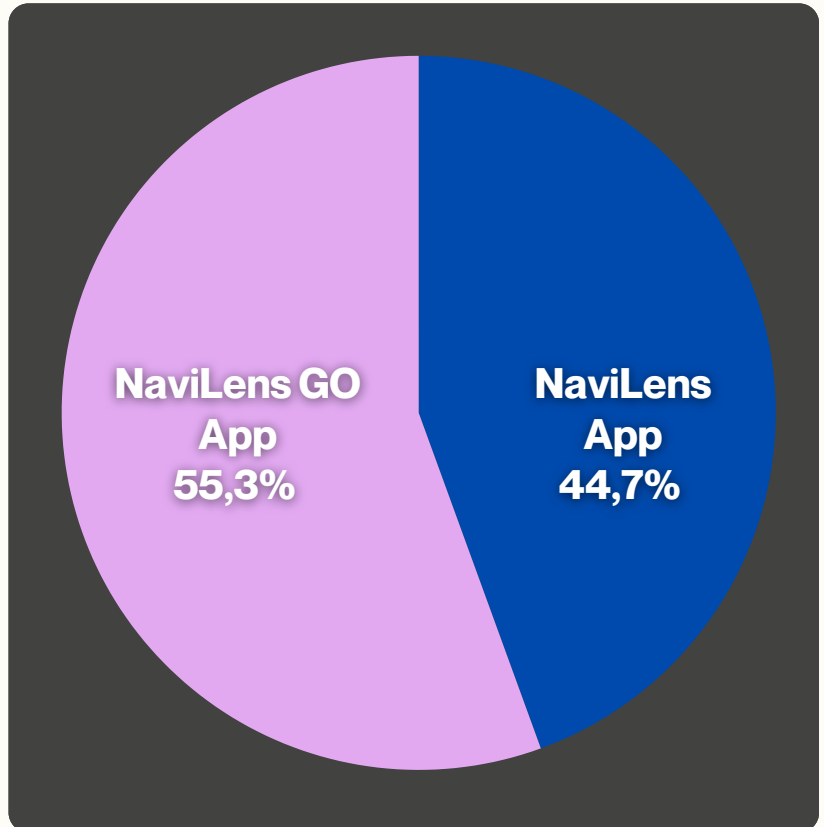
## PR Impact

**2<sub>ND</sub>**

Biggest Press Release in Kellogg's UK history

This initiative transformed massive organic reach into lasting **brand equity** and **reputational value**.

## Total User Distribution



55.3% of interactions come from **sighted users**, while guaranteeing **100% reach** for people with disabilities.

## Languages Used by Users

**+42** (Growing)

Maximizing **international conversion** through frictionless market penetration.