



LABELEXPO
EUROPE 2025

THE PULSE

LEARN · CONNECT · ENGAGE

CONNECTING BRAND & CONSUMERS

digitalink 
connexum

18/09/2025



Paula Rivero

Co-founder & CEO
Digital Link





*In a faraway
latitude of
this world....*



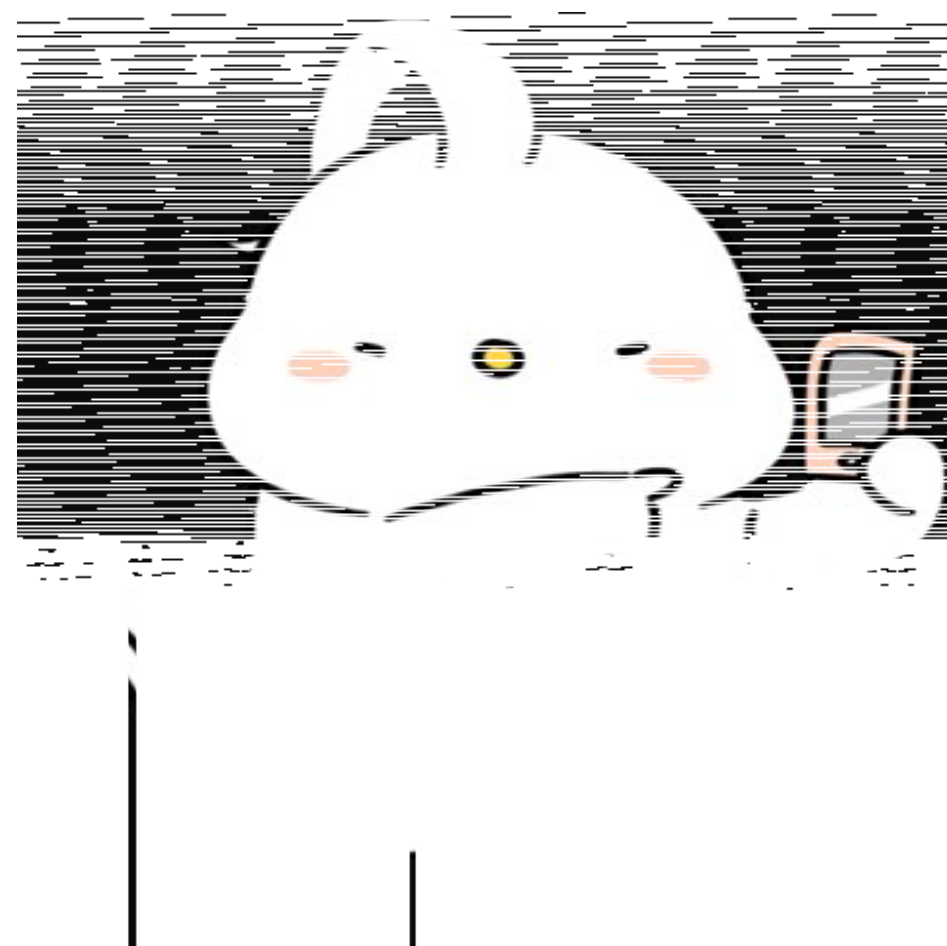
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informamarkets

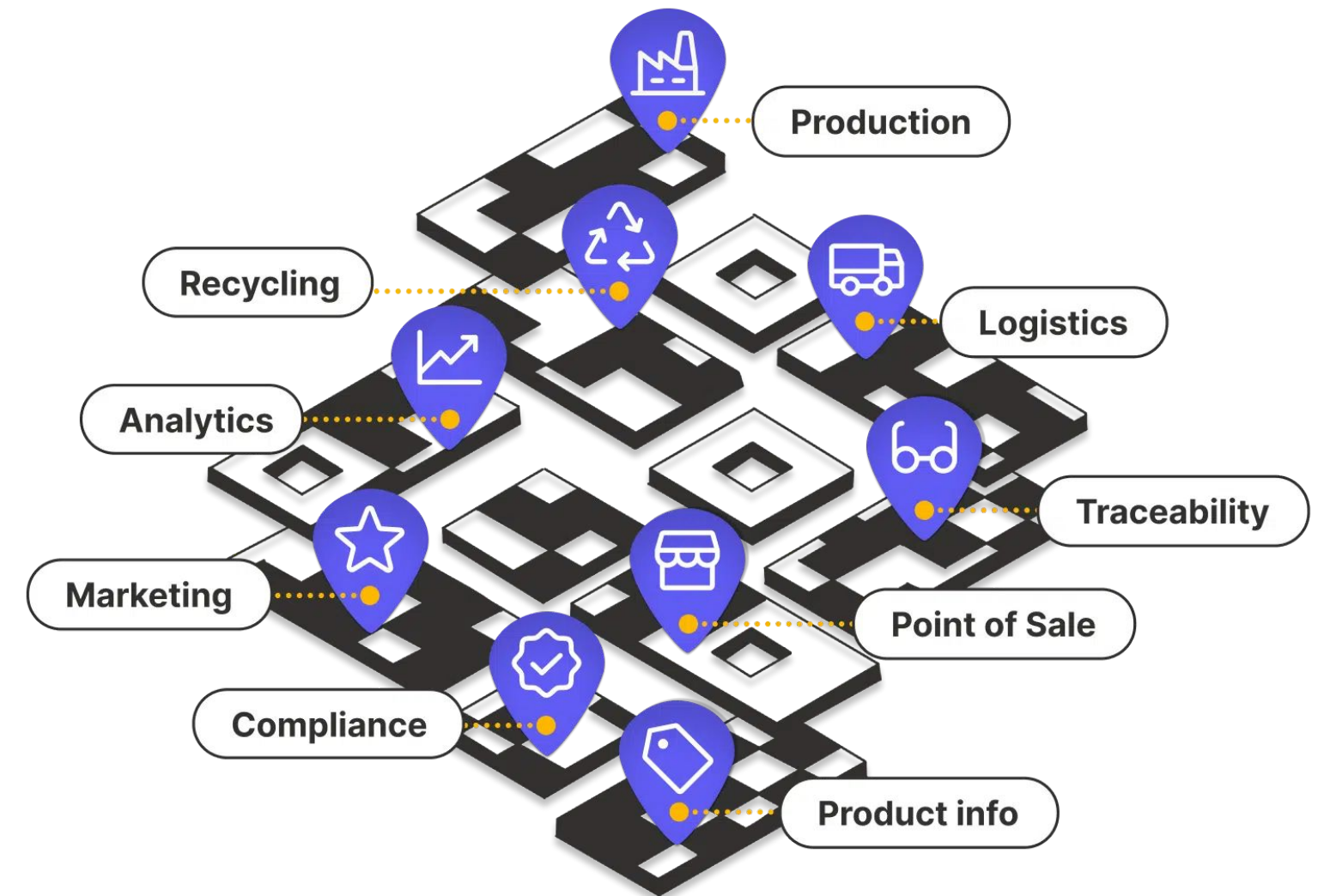
But before...



The universe behind the square



A single code for all your supply chain



**REGULATORY
CHANGES**

Digital Link QRs

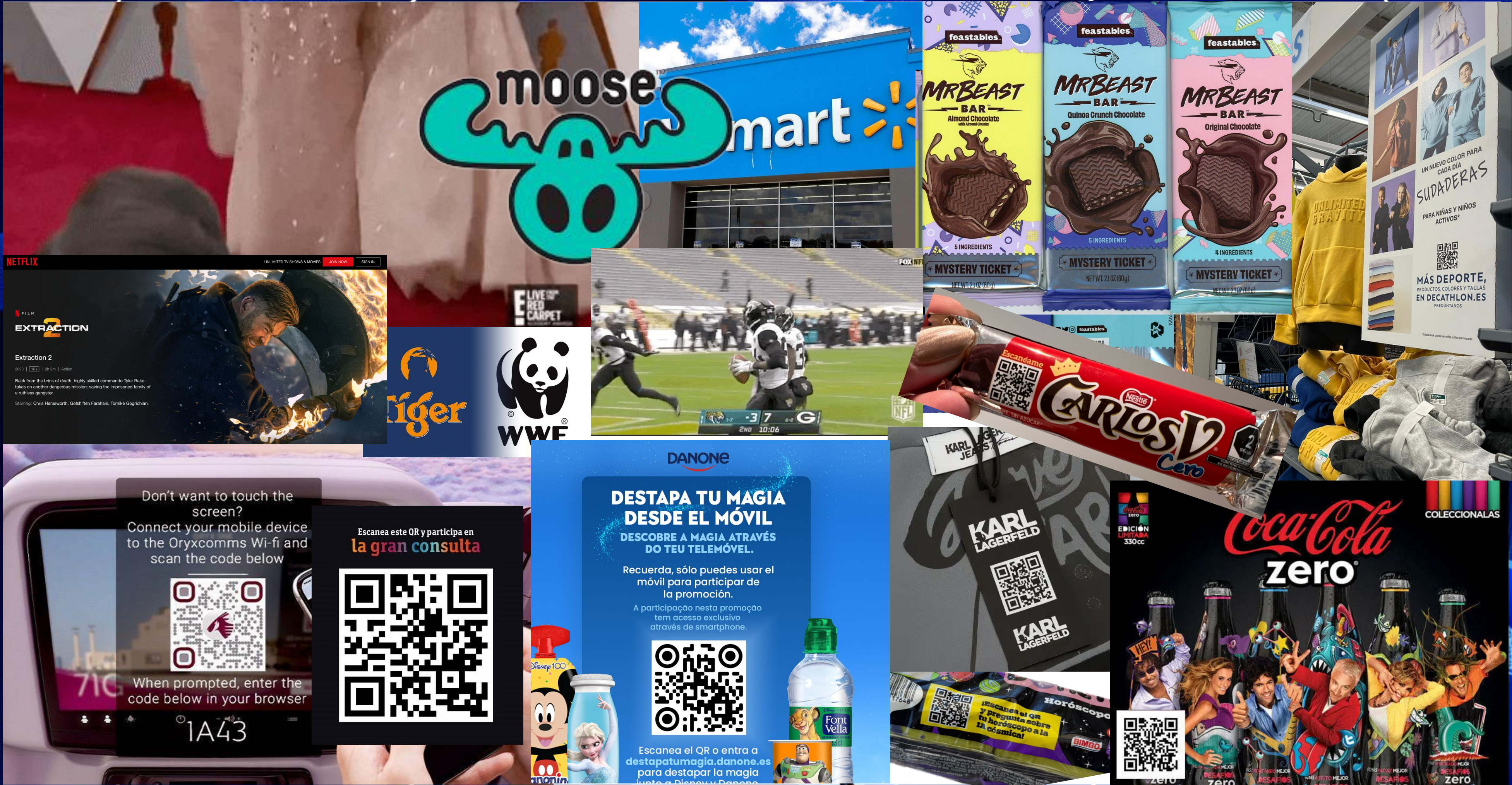
**CONSUMER
INTERACTION**



Scan me

But... what's behind
the scan?





**But, what really is
behind...**



The 404 diaries 🥹

Real people dealing with broken QRs.

*"It did not work...
What happened Mommy said's?
You've broken my
daughter's hear."*



QRcodeKIT

The 404 diaries 🥹

Real people dealing with broken QRs.

*"Maybe because I got this
QR from my grandma but
just I don't understand"*



QRcodeKIT

The 404 diaries 🥲

Real people dealing with broken QRs.

*"It's not working. Fix it...or
see you in consumer court!"*



QRcodeKIT

The 404 diaries 🥲

Real people dealing with broken QRs.

*"I just want my pizza. That's
it. Just Pizza."*



QRcodeKIT

**But when it works... it
really works**



"Digital Link has turned our packaging into so much more than a container—it's now a direct line of communication with our customers"

Jordi Pla, Head of Design @ALQVIMIA

ALQVIMIA



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(01) 08420471012159





A packaging that **speaks any language.**

When exporting means being able to provide the right info in the right language without paper!

ALQVIMIA



"Our campaigns change all the time. Thanks to Digital Link, our packaging doesn't have to."

Ashley Steinback, Social Media Manager
@TreatStreet



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*Packaging that elevates the
social media conversation.*

*Don't just stop at **the packaging.**
Go further.*

*Because the Perfect Man
deserves the Perfect Post ;)*



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When the **packaging**
the shelf, and to
Times Square

A cookie drop that
a city.



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Celebrate National Chocolate Chip
Cookie Day with FREE Tates Bake
Shop cookies



Celebrate National C
Cookie Day with FR
Shop coo



*When a free cookie wasn't a
good idea?*

*Craziness in Times Square, the
interactive QR just made it
more fun.*

"When packaging can give more, at the moment it matters the most."

Peace of mind begins with trustworthy information."



Laura R., Marketing Manager
@NestléMex



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*True innovation is not about launching products, it's about **understanding people** and giving them **science-backed** solutions they truly need and **trust**.*

Susana Rodriguez, CEO Cantabria Labs





*Because every skin is unique,
this isn't about pushing a
product.*

*It's about asking the right
questions and guiding people
toward the protection that truly
fits them.*

From label to language: Conversational Packaging





LIVE EXAMPLE

TBC



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Packaging is no longer the **end of the** journey



it's the
beginning of a
conversation



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Why it matters

For People

Right info.
Right time.
Trust.

For Brands

Connection
Loyalty.
Visibility.

For Society

Transparency.
Compliance.
Sustainability.



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How to do it **right**



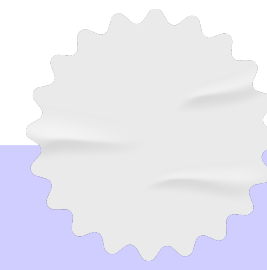
Clear Call-To-Action

Letting people know
what to expect when
scanning.



Dynamic/GS1 Digital Link QR

One **unique code** for
engagement, POS and
compliance



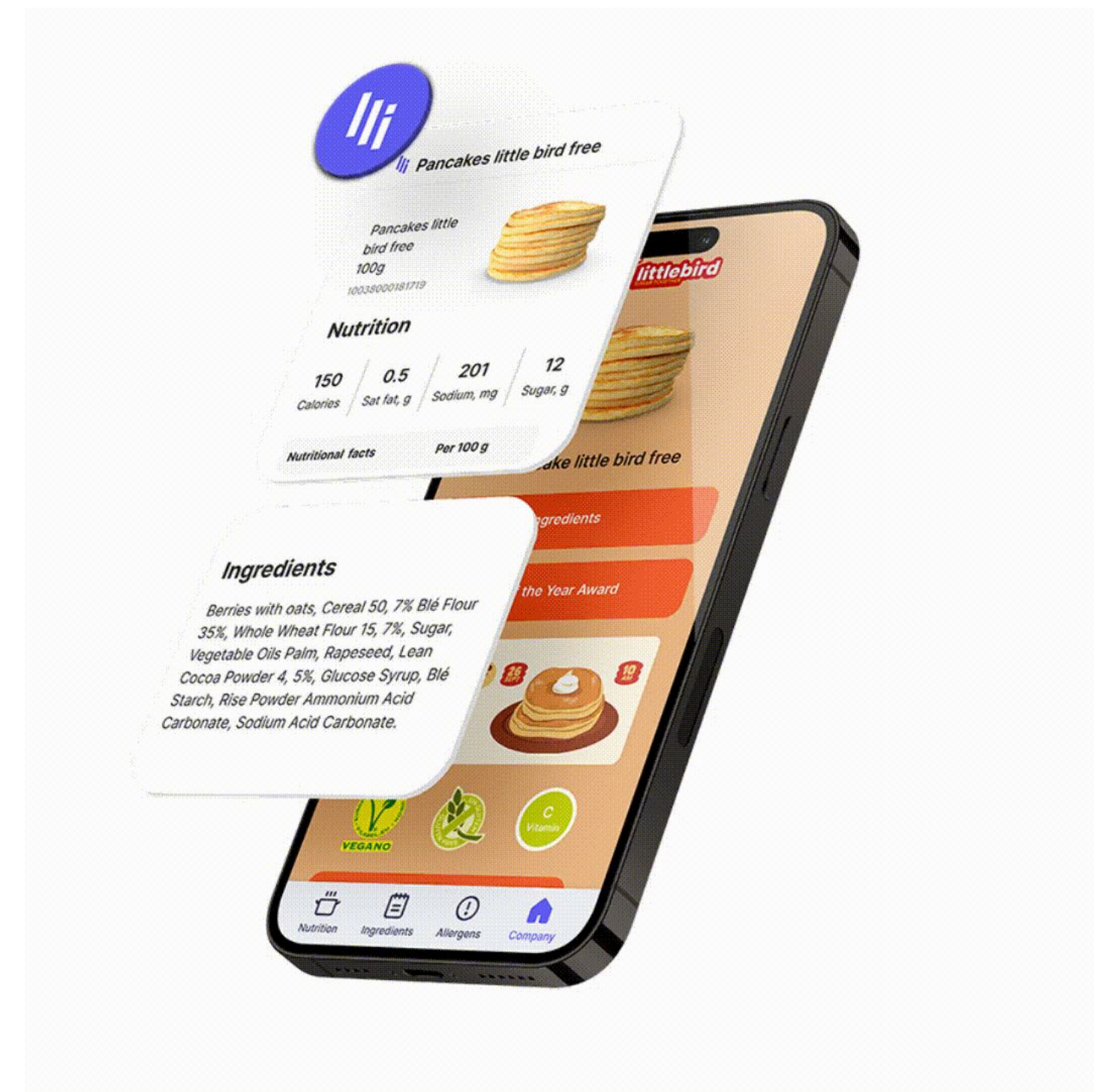
Consumer-first content

Design **customized
experiences** that
delight shoppers

Every one of us here
has packaging in our
hands every day.



Let's make it mean **more.**



Let's make them
speak human.





Compliance, marketing, tracking. **All in one QR code.**

Digital Link is the leading solution for smart packaging with next-generation QR codes.



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Feel free to contact me to jump into a quick call and know more.



Partner



ISO/IEC
18004:2024

