



# GUARDIAN

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SOLUTIONS FOR FMCG PROMOTIONS

# THE COMPANY

- ▶ Promotions and ideas for your packaging.
- ▶ Specialized in FMCG promotions.
- ▶ We design promotional campaigns offering a pool of ideas, creativity, services and products, using a wide range of promotional items and paper premiums to promote your products and business.
- ▶ You can count on us to join your promotional project in any stage, and we will assist you through the whole process.
- ▶ Our automatic insert applicator services are services fully integrated with our customers packaging lines.



# OUR VALUES



The diagram features five teal circles arranged horizontally, connected by thin blue lines. The first circle is labeled 'EFFICENCY', the second 'EXPERTISE', the third 'RELIABILITY', the fourth 'CONFIDENCE', and the fifth 'CREATIVITY'. The circles for 'EXPERTISE', 'RELIABILITY', and 'CONFIDENCE' overlap. The background includes a light blue abstract shape on the left and a grey abstract shape at the bottom left.

EFFICENCY

EXPERTISE

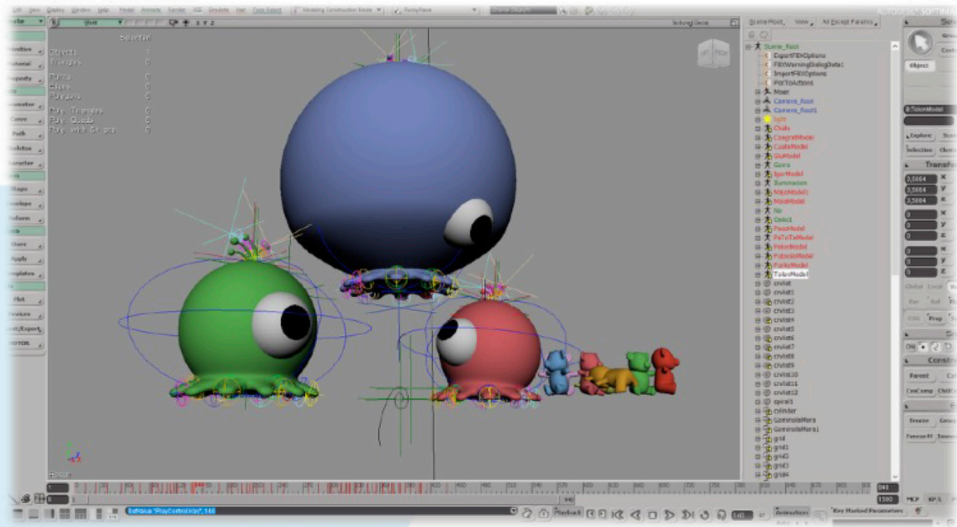
RELIABILITY

CONFIDENCE

CREATIVITY



# WHY GUARDIAN



- ▶ Global experience with Project in the 5 continents.
- ▶ Efficiency and control in the inserting process in the packaging lines with our PROMOFILM system.
- ▶ Market and product consultation provide customized solution.
- ▶ Marketing and promotional projects can be improved by:
  - Licnces and Style Guides.
  - Collections created by us.
  - Customized designs.
  - Brand's own characters design adaptations.
- ▶ We add creativity with technological innovations for promotions:
  - Landing Pages / Prize drawing management services.
  - Mobile Application development for IOS and ANDROID.
  - 3D designs.
  - Augmented Reality.
  - 3D animations.
  - Social media videos.
- ▶ We assist and provide solutions throughout the whole process, accompanying our customers from the consultation process to the final steps of the campaign.



# SOLUTIONS

Sticker on the outside of your packaging to inform about the promotion.



Inside item with random promotional code.

Applied at the same time using our PROMOFILM system.



Website to check codes.

App to manage prizes.



Scratch stickers with the character of the brand and instant prizes.



Customized mobile game development.



Prize management.



# SOLUTIONS



Flexible packaging design according to the Style Guide.



Design of licensed stickers and tattoos.

Items put into envelopes or applied directly on your reel, ready to use on your packaging line.



Flexible package and display design.

Tattoos becoming alive.



Augmented Reality App with the tattoos.





# SOLUTIONS



Application in your packaging line with our automatic application equipment.



Designs for special campaigns.

Classic and/or virtual album.



Augmented Reality App with the stickers.



Creation of smart labels.

Label reader App.



Augmented Reality experience.



Discover tips and advantages.



# QUALITY AND CERTIFICATIONS

Our priority is to ensure the quality and safety in the products and processes.

Our facilities, products and services ensure the compliance of the quality standards, trough the control of all aspects of the process:

- ▶ Facilities design and process flow.
- ▶ Control of operations.
- ▶ Product certification:
  - EUROPEAN STANDARD EN71
  - EU COSMETICS REGULATION (EC) N°1223/2009
  - TRA TEST
  - WETTABILITY TEST AND SMALL PARTS
  - PATCH TEST
  - MICROBIOLOGICAL TEST



Advising customers about promotions:

- ▶ Compliances and recommendations.
- ▶ Analysis of technical requirements of products and processes.
- ▶ Analysis of compliance with sectoral or specific regulations.



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