

Turning Surfaces into Content: How **Scanova** Helped SALUS Controls Enhance Product Information Access

Challenge

SALUS Controls struggled with linking printed materials with digital content. After printing catalogs or documentation, updating them was difficult and expensive. They also needed a structured way to guide users from physical media to organized online repositories, providing easy access to product information across mobile and desktop devices.

Outcome

With Scanova Dynamic QR Codes, SALUS Controls successfully connected printed catalogs, packaging, and documentation to relevant digital resources. Users could access product information and documents through mobiles. This improved accessibility, increased interactivity, and enabled updating linked content without reprinting anything.



COMPANY SIZE

201-500 employees



COMPANY WEBSITE

<https://saluscontrols.com/gb/>



INDUSTRY

Manufacturing



LOCATION

Dodworth Business Park South,
Barnsley, United Kingdom

Total QR Codes Created

200+

Total Scans

14,000+

INTRODUCTION



SALUS Controls is a leading developer of smart heating and home control solutions designed to enhance everyday comfort. The company focuses on creating smart, intuitive devices that allow users to easily manage temperature, lighting, and home safety.

Their products include thermostats, wiring centers, and smart home systems. They provide their products to installers and consumers in Europe and other international markets. Driven by innovation and user-centric design, SALUS Controls aims to make smart

home technology accessible, reliable, and effortless, helping people experience greater comfort and control in their homes.

SALUS Controls conveys product information through printed media. This includes catalogs, packaging, and documentation that distributors, installers, and end users read. SALUS Controls has incorporated Scanova's Dynamic QR Codes in printed materials containing product information and documentation that users can access online.

CHALLENGES

SALUS Controls faced several challenges before adopting Scanova QR Code Generator:

1. Difficulty connecting physical and digital resources

SALUS Controls wanted a streamlined system to guide users from printed materials to organized online information. Without this, users sometimes had to manually search for documentation or product resources online, which was tedious, time-consuming, and often led to inaccuracies.



2. Limited flexibility after printing

Connecting printed catalogs, packaging, and technical documentation to digital resources was less flexible. Updating associated links or resources once they became irrelevant was difficult, creating limitations in keeping the information current. Updating the information also meant considering reprinting, which was both costly and time-consuming.

3. Accessibility across devices

Product resources were not easily accessible from both mobile and desktop devices, especially when users were interacting with printed materials. This would affect the overall user experience and render online resources inaccessible.

4. No way to track printed materials

When links were included in printed materials, SALUS Controls had no clear way to measure how often users accessed the resources or which materials generated the most engagement. It became difficult to understand how effectively catalogs, packaging, or documentation were connecting users to digital content.

SOLVING THE PROBLEM WITH SCANOVA

SALUS Controls' partnership with Scanova introduced innovative solutions that addressed these challenges:

1. Structured navigation to digital content

With the help of Scanova's Dynamic QR Codes, SALUS Controls could better direct users from printed materials to structured digital resources. Customers easily found the required information and updated documentation without wasting time searching for them.

2. Flexible dynamic QR Codes

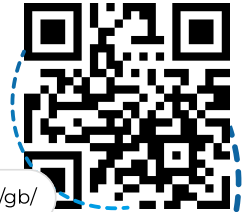
Scanova's Dynamic QR Codes helped SALUS Controls flexibly connect and update printed resources with the relevant digital product information pages, documentation libraries, and landing pages without reprinting. This helped them save costs, time, and effort.

3. Mobile-friendly access to information

QR Codes were placed on printed materials, which the users could easily scan and access the required information on their mobiles. This improved the customer experience and improved the accessibility of online resources.

4. Trackable engagement through Scanova's smart dashboards

Scanova's QR Code analytics and smart dashboards enabled SALUS Controls to track scans and understand how users interacted with the resources linked through printed materials. They could now measure engagement, monitor usage patterns, and gain insights into how effectively their printed materials were guiding users to their digital repositories.



<https://saluscontrols.com/gb/>



Technical Specifications

Housing type	Wall or desk	Power supply	5V DC
Controlled via internet	Yes	Frequency	2.4 GHz
ZigBee Technology	Yes	Scan time	66.5 ms
Warranty	5 years	Support period end date	2030-12-31
Support period	5 years		

RESULTS

The implementation of Scanova's QR Code Generator had a significant impact on SALUS Controls' operations and customer engagement. Using Scanova's Dynamic QR Codes, they received **14,000+ scans** from the **200+ codes** that were created — and the numbers are only increasing with each passing day!

Dynamic QR Codes added a new layer of interactivity to printed materials. Moreover, detailed product resources available online became easily accessible to customers through catalogs or packaging. Customer insights from the scans supported better decisions when designing future catalogs, documentation, and marketing assets to drive greater engagement.

The codes also made it possible to update the links anytime without changing the printed QR codes, eliminating reprinting costs and keeping the same prints in circulation for long periods.

THE FUTURE

SALUS Controls intends to continue the integration of Scanova's Dynamic QR Codes into their product catalogs, documents, and packaging to bridge the gap between printed materials and online resources.

By leveraging the flexibility of Dynamic QR codes, SALUS Controls can ensure that users always have access to the most relevant and updated information.



CONCLUSION

Scanova assisted SALUS Controls in creating more interactive, accessible, and flexible printed media, enabling them to stay innovative and current in the smart heating and smart home industry.

Through Dynamic QR Codes, SALUS Controls continues to enhance their digital resources and confidently scale the seamless integration of printed materials with relevant online content.

QR Code technology will remain an important tool to deliver clear, accessible, and up-to-date information to users across the world.

About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



Contact us for more information

 <https://scanova.io>

 support@scanova.io

 [+1-855-440-7400](tel:+1-855-440-7400)

Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io