

## PRESS RELEASE

# Tetra Pak and Dutch Mill Elevate Consumer Experience with Smart Packaging

*By embedding unique QR codes on packaging, the collaboration ensures secure and interactive consumer participation in the Dutch Mill Point Rewards program.*



**Bangkok, Thailand (19 February 2025)** – Tetra Pak, a world-leading food processing and packaging solutions company, and Dutch Mill Group, a leading dairy manufacturing and marketing company in Southeast Asia, introduced the “Dutch Mill Point Rewards” loyalty program through smart packaging solutions, integrating unique QR codes on carton packages. This program transforms carton packages into interactive touchpoints, enhancing consumer engagement and loyalty.

To align with Dutch Mill’s marketing strategy, Tetra Pak offered the right solution for Dutch Mill to strategically place the unique QR codes at the top corner of carton packages, requiring consumers to open the packaging first before scanning the full QR code. This design prevents unauthorised scanning and ensures reward points are collected by actual consumers.

**Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited** comments: “The collaboration with Dutch Mill showcases how smart packaging solutions can help brands build stronger connections with consumers while ensuring product safety and quality. Through our Connected Package solutions, we are helping Dutch Mill transform their carton packages into interactive touchpoints, enabling new ways to directly engage with their consumers. We express our gratitude to Dutch Mill for this partnership, demonstrating how collaboration can drive innovation.”

**Jitpana Triratvorawut, Marketing Manager, Dutch Mill Group** adds: “The evolution of our loyalty program required a partner who could deliver both innovation and precision at scale. Tetra Pak’s technical expertise helped us overcome complex production challenges, particularly in designing the cartons and placing the QR codes for easier visibility. This

strategic collaboration demonstrates how Tetra Pak smart packaging solutions can leverage consumer engagement in Thailand's dynamic food and beverage market.”

By scanning the QR code on Dutch Mill products packaged in Tetra Pak cartons, consumers are redirected to a point collection system. The system's user-friendly interface makes it easy for consumers to collect points and redeem rewards, from product discounts to grand prizes like cars and gold. Consumers can also access the platform via the program's LINE Official Account @DMPOINTREWARDS. The Dutch Mill Point Rewards program runs until May 31, 2025.

The collaboration with Dutch Mill highlights Tetra Pak's commitment to providing food and beverage brands with innovative packaging solutions. By combining technical expertise with deep understanding of customer needs, Tetra Pak continues to help brands connect with consumers in new and meaningful ways.

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## **ABOUT TETRA PAK**

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, we commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at [www.tetrapak.com](http://www.tetrapak.com).

## **MEDIA CONTACTS**

**Tetra Pak (Thailand) Limited**  
Tapanee Junhom  
Head of Communications  
Tel. +662-018-3000  
[Tapanee.junhom@tetrapak.com](mailto:Tapanee.junhom@tetrapak.com)

**Agency Communications Contact (Vero)**  
Nitikarn Ladasathean  
Media Relations Director  
Tel. +668-1877-7674  
[Nitikarn@vero-asean.com](mailto:Nitikarn@vero-asean.com)  
or [tetrapakTH@vero-asean.com](mailto:tetrapakTH@vero-asean.com)