SECTOR PROPOSAL / SUPERMARKETS & RETAIL CHAINS

THE NEXT GROCERY BASKET STARTS AT HOME.

A useful physical advertising medium can connect a purchase in-store to a future digital basket — without becoming another flyer in the bin.

RECEIVE → KEEP → BUILD A BASKET → COLLECT



01 / THE PROBLEM WITH SINGLE-USE RETAIL ADVERTISING

THE PURCHASE ENDS. MUST THE AD END TOO?

Paper coupons, leaflets and promotional inserts may be discarded after one glance. That ends both their usefulness and their opportunity to remind.

DISPOSABLE LEAFLET

HAND OUT → GLANCE → BIN?

An offer can disappear before the next shopping trip.

HOLDERCARD

HAND OUT → USE → RETURN

A useful object may stay visible on the kitchen table.

The aim is longer useful life, not a proven claim that all leaflets are replaced or less waste has already been measured.

02 / THE REAL PHYSICAL ADVERTISING MEDIUM

NOT A NEW SHOPPING APP.
A SHORTCUT TO YOURS.

HOLDERCARD is a real printed PVC card that folds into phone support. The store controls the brand and a QR link to its existing ordering system.



FLAT / BRAND + MANAGED SHOPPING QR



FOLDED / PRACTICAL PHONE SUPPORT

Real product photographs. The grocery scenario is a proposal, not a documented retail conversion result.

03 / THE MORNING KITCHEN MOMENT

BREAKFAST FIRST.
THE BASKET BEGINS.

A customer sees HOLDERCARD at home, scans it and starts a grocery basket while making breakfast. The route must work in the store’s actual mobile shop.

KEEP	Useful phone support at home.
SCAN	Open an existing basket or shopping page.
ADD	Milk, bread, vegetables — when convenient.



04 / FROM THE WORK BREAK TO THE PICKUP POINT

FINISH AT WORK.
PICK UP ON THE WAY HOME.

The customer can finish the basket during a work break and choose an available collection slot — only where the retailer already operates that service.

01 **AT HOME**

Start a basket using the printed QR.

02 **AT WORK**

Add items when time allows.

03 **ON THE WAY HOME**

Collect the prepared order if pickup is offered.



The card does not process inventory, payment or pickup. Those services must exist and be approved by the retailer.

05 / DISTRIBUTION OPTIONS FOR SUPERMARKETS

ONE USEFUL FORMAT.
THREE HANDOUT MOMENTS.

Choose one practical distribution rule per store or customer segment. The customer receives advertising with a reason to keep it.

AT THE CHECKOUT

Hand out with an ordinary in-store purchase.

AFTER A SET BASKET VALUE

An optional gift above the retailer’s chosen spend.

WITH AN ONLINE ORDER

Include it in pickup or home-delivery packaging.

EACH OPTION IS A PROPOSED TEST — NOT A CLAIM OF VERIFIED SALES LIFT.

06 / ONE PRINTED QR, A CHANGING DIGITAL PAGE

A FRESH OFFER.
THE SAME PHYSICAL CARD.

A retailer-managed landing page can show current products, weekly offers or recipes with a basket link. Update the page rather than reprint each card.

01

KEEP IT IN THE KITCHEN

The practical stand is a reason to retain it.

02

REFRESH THE PAGE

Update offers and the real pickup options online.

03

CONNECT LOYALTY

Link to the retailer’s own approved programme.

ONE QR PER DESIGN. CUSTOM TRACKED STORE DESIGNS REQUIRE THEIR OWN APPROVED PRINT RUNS.

07 / MORE USEFUL LIFE FOR PHYSICAL ADVERTISING

LESS TO DISCARD.
MORE REASONS TO KEEP.

The argument is not that PVC is automatically greener than paper. It is that an advertising object with everyday utility may remain in use longer.

REPLACES A SHORT-LIVED INSERT

A practical object can substitute some optional flyers.

REPEATED BRAND VISIBILITY

If retained, the brand returns beside the phone.

OPTIONAL COLLECTIBLE SERIES

Original local artwork can add a reason to save.

HANDOUT → USEFUL STAND → POSSIBLE RETENTION → STORE QR RETURN

08 / DOCUMENTED PRODUCTION VERSUS PROPOSED RETAIL PILOT

A REAL PRODUCT.
A GROCERY APPLICATION TO TEST.

HOLDERCARD has documented production for business clients. Grocery click-and-collect adoption is a proposed application, not an established case study.

TOYOTA AUTOART

Actual model-specific automotive printing.

KAMMED

Real medical-equipment company orders.

STALEKS

Documented personalised commercial designs.

PRODUCT RECORDS PROVE THE FORMAT — NOT SUPERMARKET ORDERS OR CONVERSION.

Use genuine company photographs; do not imply any unverified grocery-chain campaign.

09 / APPROVED UKRAINE CORPORATE PRICE REFERENCE

THE AD STAYS USEFUL.
THE PRICE WORKS AT SCALE.

Approved Ukrainian corporate prices for standard branded HOLDERCARD, EUR per unit. Prices for other markets are quoted separately.

STARTER / STORE-LEVEL PILOTS

QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

CHAIN ROLLOUT / MULTI-STORE

QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / QUOTE AFTER CONFIRMED FACTORY PRICING

Ukraine prices approved 26 Oct 2026. Shipping, tax, artwork and terms agreed separately.

10 / A MEASURABLE GROCERY PILOT

FIVE STORES.
ONE TESTABLE JOURNEY.

Illustrative pilot: 1,000 cards across five pickup-enabled stores (200 each). Ukraine price: €440 for cards; exclude delivery, tax, digital work and incentives.

01

HANDOUT & CONTROL

Record recipients, locations and comparable controls.

02

BASKET ACTIVITY

Track scans, starts and completed pickup orders.

03

RETENTION CHECK

Ask if the card was kept and used; compare results.

QR SCANS DO NOT PROVE CARD RETENTION, EXTRA ORDERS OR LOWER WASTE.

11 / LAUNCH A REALISTIC RETAIL SERVICE CAMPAIGN

THE NEXT BASKET CAN BEGIN AT HOME.

Select stores with real online ordering, agree distribution rules and a permanent QR destination, test the printed sample, then measure what changes.

UKRAINE EXAMPLE: 1,000 BRANDED CARDS / €440

DEFINE THE PICKUP SERVICE, STORES, QR ROUTE, PILOT METRICS, SAMPLE, PRODUCTION AND DELIVERY.

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