

KELLOGG'S TRIALS COCO POPS BOXES DESIGNED FOR THE BLIND

- **Kellogg's partners with RNIB and Co-op to launch a trial of cereal boxes featuring UK-first technology for blind and partially sighted people**
- **The cereal boxes allow a smartphone to detect and playback labelling and allergen information to the user**

To mark World Sight Day, Kellogg's is today launching Coco Pops boxes for blind and partially sighted people as a trial in almost 60 Co-op stores across the UK.

The new boxes have been created in partnership with the Royal National Institute of Blind People (RNIB) and feature UK-first technology that allows a smartphone to detect a unique on-pack code and playback labelling and allergen information to the user^[1].

The trial comes after research from RNIB revealed that nine in ten blind and partially sighted people feel that information on food packaging is difficult or impossible to read^[2].

The new technology, called NaviLens, can be used both in-store and in the home. It allows smartphones to pick up an on-pack code from up to three metres distance when a blind or partially sighted shopper points their device in the direction of the cereal box. This then alerts the phone and the shopper can choose to have the ingredients, allergen and recycling information read aloud to them – as well as reading it on their device using accessibility tools.

The technology is currently used across Barcelona, Madrid, and Murcia city's transport systems, making the cities easier to navigate for thousands of visually impaired citizens, and has now been introduced in the UK for the first time as part of the Kellogg's trial. It's also the first time Navilens has been used on food packaging.

If successful, the business hopes to adapt more of its cereal boxes to include this technology.

Chris Silcock, Kellogg's managing director commented: "Over two million people in the UK live with sight loss and are unable to simply read the information on our cereal boxes. That's why we partnered with RNIB to trial special boxes of Coco Pops with NaviLens technology - a first for food packaging. If the trial is a success, we would hope that it could appear on more of our cereal boxes for visually impaired shoppers to access."

Marc Powell, strategic accessibility lead at RNIB says: "Important information on packaging can often be in very small print, making it difficult for blind and partially sighted people to read. This can

^[1]This is the first time NaviLens technology that is detected by a smartphone app for the blind community has been used on food packaging in the UK

²RNIB My Voice (2015) <https://www.rnib.org.uk/myvoice>

make shopping a real challenge, especially for those with specific dietary requirements – as they can't see the all-important nutritional information.

“This trial with Kellogg's using NaviLens technology has raised the bar in inclusive and accessible packaging design – allowing people with low or no vision to locate a product on the shelf and access all information about it completely independently for the very first time.”

Ali Jones, customer director for Co-op said: “Co-op has long been committed to finding ways to provide greater access for blind or partially sighted customers and nearly 20 years ago we pioneered Braille on packaging, which is now included across hundreds of our own-brand products. We are therefore delighted to be partnering with Kellogg's as they now trial NaviLens for a new generation of customers.”

The limited-edition World Sight Day Coco Pops cereal boxes are also embossed with braille and the on-pack information is in a larger font size.

– ENDS –

For further press information, please contact Kellogg's press office on 0161 869 5293 / pressoffice@kellogg.com

Find out more here: https://www.kelloggs.co.uk/en_GB/world-sight-day.html

Notes to Editor:

About NaviLens

NaviLens is a printed code that can be scanned, using a smartphone camera and a free app, to hear what information is stored within them. The tags are made up of high-contrasting coloured squares on a black background, similar in appearance to a QR code. Unlike with QR codes, users don't need to know exactly where a tag is to be able to read it. A tag measuring 20 x 20 centimetres (7.9 x 7.9 inches) can be detected from 12 meters (39 feet) away, even in motion and without having to focus the phone's camera.

As users sweep their environment with a smartphone, audio cues allow them to find and centre the tag in the phone's field of view. A shake of the wrist prompts the details contained within the tag to be read out. The information can vary depending on where the user is standing in relation to the tag, and can be programmed in multiple languages, with the phone automatically selecting its native language.

About RNIB

We are the Royal National Institute of Blind People (RNIB). Every six minutes, someone in the UK begins to lose their sight. RNIB is taking a stand against exclusion, inequality and isolation to create a world without barriers where people with sight loss can lead full lives. A different world where society values blind and partially sighted people not for the disabilities they've overcome, but for the people they are. RNIB. See differently. Call the RNIB Helpline on 0303 123 9999 or visit www.rnib.org.uk