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**Trade release**

## **PRINGLES HELPS BLIND AND PARTIALLY SIGHTED SHOPPERS BY ADDING NAVILENS TO ITS PACKS**

NaviLens technology will be added to Pringles cans to make them more accessible to blind and partially sighted people.

The new packaging will allow a smartphone to easily detect the unique on-pack code and playback labelling information to the shopper with sight loss. NaviLens will first appear on some Pringles varieties from 1<sup>st</sup> November, with the full rollout to be completed by the end of 2024.

The move from Kellanova - the new name for the company that owns Pringles and Kellogg's - comes after the success of the addition of NaviLens to Kellogg's brands in 2022, which has appeared on over 750 million cereal boxes.

Many other brands have since followed Kellogg's lead, with NaviLens technology now appearing on numerous well known products.

The idea came after the company met with pupils from St Vincent's in 2019, a specialist school in Liverpool for children with sensory impairment. It was the pupils' insight that inspired the business to look for solutions to make its packaging more accessible. Important information, such as allergens, can often only be found in small print making it impossible for blind or partially sighted people to read.

This solution came in the form of the NaviLens code, which allows smartphones to pick up the on-pack code from up to three metres distance when a shopper points their device in the direction of the product. The user does not need to know exactly where the code is located to scan it.

When the phone senses the NaviLens code, it is alerted. From here, the shopper can choose to have ingredients, allergen and recycling information read aloud to them – as well as reading it on their device using accessibility tools.

Kellanova's design director, Pete Matthews, said: "Following the success of adding NaviLens to our cereal packaging last year, we are now really pleased to feature this technology on our iconic Pringles cans. This provides equal access to important information on pack and enables blind and partially sighted people to shop independently for their favourite Pringles flavours.

"We were the first food company in the world to use NaviLens on packaging and have been delighted to see many global brands follow our lead. It continues our movement for inclusive design and helps fulfil our purpose to 'create a place at the table for everyone'".

Marc Powell, head of accessibility innovation at RNIB, said: "Blind and partially sighted people should have the same freedom, independence and choice as sighted consumers. Currently, important information on packaging can often be in very small print, making it difficult or impossible for people with sight loss to read.

"Since we collaborated with Kellogg's back in October 2020 for World Sight Day with our world's first pilot of NaviLens packaging, we have seen more brands step up to the mark by including accessible solutions on pack. It's brilliant when big brands like Kellogg's reaffirm their commitment to improving accessibility for blind and partially sighted people, and bring about more accessible packaging through the use of NaviLens technology."

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