

CASE STUDY

JUNE 2025

Google Review Stands with NFC Chip Technology



Overview

Our client, Angling Direct PLC, asked us to produce a 'Counter standing Google Review notice with NFC technology' for their stores.

Requirements

- Suitable for a busy shop environment
 - Hard-wearing and long-lasting
 - Must sit securely and not be easily knocked over
 - Easy to use
-

Benefits

With NFC technology, you can give your customers or visitors online access to anything you like, quickly and easily.

In this case study, the tag directed the customer to leave a Google review but it could be programmed to access pricing or product information, directions or to make a donation.

There are numerous NFC tag options for all scenarios.

Specification

After sampling different materials, our client chose 3mm gloss white acrylic with polished edges and 10mm radius corners.

Once the acrylic was cut to size, we printed in four colour and heat bent in one position to create the face and foot.

A robust NFC ABS tag with a ferrite layer (suitable for outdoor use and harsh conditions as well as metal surfaces) was uniquely programmed, locked and bonded onto the reverse of the stand, ready for use.

The final step was to add small rubber feet onto the base to ensure it would remain securely in place in a busy retail environment and less likely to get knocked over.



Contact

Unit 11 Pinetrees Road, Pinetrees Business Park,
Norwich, NR7 9BB

Tel: 01603 701700 | Fax: 01603 700801

Email: info@ashleyads.co.uk