JEM Global

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026

QR codes in use: JEM Global

JEM Global — One Code on the Pack, the Right Page Every Time

A New Jersey accessories manufacturer that licenses some of the most recognisable names in consumer electronics has made the on-pack QR code its routing layer — one printed code per pack, dynamically steered to the right brand, retailer, or setup guide.

AT A GLANCE

Industry	Consumer electronics & accessories
Country	United States
Platform since	2024
QR codes created	~148 all-time (142 live — a small, high-performing dynamic estate)
2025 scans	~912,000 across full-year 2025 (365 active days); peak December (~139,000)
Primary use case	On-pack routing: product pages, setup, registration, support
Content type mix	Dynamic URL codes; destinations span retailer product pages, licensed-brand sites, and the company's own stores

The context

JEM Global (JEM Accessories, Inc.), founded in 1999 and headquartered in Woodbridge, New Jersey, manufactures consumer electronics, smart-home devices, and lifestyle accessories under an unusual commercial model: it's the official licensee for a portfolio of iconic brands — Monster, Energizer Connect, Aiwa, Black+Decker, RCA, Armor All, STP, Barbasol, Pure Silk — alongside its own Xtreme brand. Its products sit on the shelves of the world's largest retailers, with distribution across North America, Europe, the Middle East, and Australasia.

That model creates a packaging problem most brands never face. A single manufacturer is shipping dozens of SKUs under many different brand identities into many different retail channels — and each pack needs to take the shopper or new owner somewhere different: an Energizer Connect camera should land on its smart-home setup flow, a Monster light strip on its product ecosystem, an Xtreme cable on the house-brand store, and a Walmart-exclusive item on the Walmart product page. Reprinting packaging per route is economically impossible at accessories margins.

The QR strategy

Platform data shows an account created in early 2024 that reached the platform's top scan tier within months. The estate is small but dense: just over 140 live Dynamic URL codes whose destination mix maps precisely onto JEM's commercial structure. At the category level, scans route to retailer product pages (Walmart US and Canada, Amazon), licensed-brand properties (Energizer Connect, Monster's lighting lines, Aiwa), and JEM's own storefronts (jemglobal.com, shopjembrands.com, xtremecables.com).

The account's stated use reasons ("Customer Service" and "Instructional Materials") confirm this is not a marketing splash but post-purchase infrastructure. The combination of very few codes and very high scans is the classic signature of on-pack deployment: one code printed on every unit of a high-velocity retail SKU, scanned by a meaningful fraction of buyers at the moment of unboxing or setup.

Dynamic routing is what makes one code sufficient. The same printed pack can be repointed by campaign, retailer, region, or product revision — when a setup guide is updated or a retailer link changes, the packaging already in the channel stays valid. For a licensee, there's a second-order benefit: brand licences evolve, and a dynamic code means the physical inventory already in the channel can follow.

The numbers

More than 900,000 scans in 2025 from fewer than 150 codes. This account's scans-per-code ratio is among the highest on the platform — the defining metric of on-pack QR done well.

- **Against the benchmark:** the platform-median ever-scanned Dynamic URL code earns 7 scans in its first year; the top 10% threshold is 120 and the top 1% is roughly 1,950. JEM's per-code annual figures sit orders of magnitude beyond the p99 threshold — outlier performance produced almost exclusively by codes printed on physical products sold at retail volume.
- **Scale within the platform:** the account ranked in the top scan accounts (after integrity exclusions) for January 2025 out of 12,751 active clients, with approximately 83,000 scans in that month alone.
- **Ramp speed:** most accounts in the platform's top tier built their estates over years; this one reached the top tier within roughly a year of signup — evidence that the codes shipped on

packaging from launch rather than being layered onto an existing programme.

- **Lifecycle shape:** platform-wide, only 30.6% of ever-scanned dynamic codes are "evergreen" (scanned steadily across their first year), yet those codes earn 74% of all first-year scans. On-pack codes are structurally evergreen: every unit sold restarts the clock. JEM's December 2025 peak — 139,000 scans in the holiday shopping season — is direct evidence of new units being activated at gift-giving pace.

What this tells the industry

The accessories aisle is where packaging real estate is scarcest and product margins are thinnest — and that's exactly where the single-dynamic-code architecture pays off. JEM's data shows QR functioning as a **routing layer between the physical SKU and a changing digital estate**: one artwork file, one printed code, server-side decisions about where it goes. The alternative — static codes per destination, or no code at all — either multiplies packaging variants or abandons the post-purchase moment entirely.

For CMOs in consumer goods, the strategic point is who owns the post-purchase relationship. A product bought on a marketplace gives the brand almost no customer connection; the pack is the one guaranteed touchpoint. JEM's scan volumes demonstrate that buyers use it — at rates that make the pack a measurable channel, not a hopeful one.

> **PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.**
>
> "We ship many brands into many retailers, but every pack gets one QR code. Where that code goes is a decision we can make today, not one we locked in when the packaging was printed six months ago."
> — [Title], JEM Global / JEM Accessories, Inc.

Looking ahead

Retail packaging is heading toward mandatory 2D codes: GS1's Sunrise 2027 initiative will see point-of-sale systems worldwide accept QR-class codes carrying GS1 Digital Link, and the EU's Digital Product Passport will progressively require scannable product-level data carriers from 2026 onward. Manufacturers like JEM that already operate dynamic on-pack estates are ahead of the regulatory curve: the same printed code that routes a shopper to a setup guide can carry a GTIN-resolvable Digital Link and serve checkout, compliance, and customer experience at once. The companies that treated on-pack QR as infrastructure will simply switch on the new payloads; everyone else will be redesigning packaging against a deadline.

Platform figures are QRStuff internal measurements (scans: full-year 2025 window; code count from qrcode table; benchmarks: registered-account cohort, dynamic codes created 2024 H1). Company background is from public sources (jemglobal.com, LinkedIn, TWICE, PR Newswire). Returns deflection, registration lift, and sales impact are not measured by QRStuff. Destination reporting is at domain/category level only; licensed-brand names describe scan destinations and imply no endorsement.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **JEM Global** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

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