

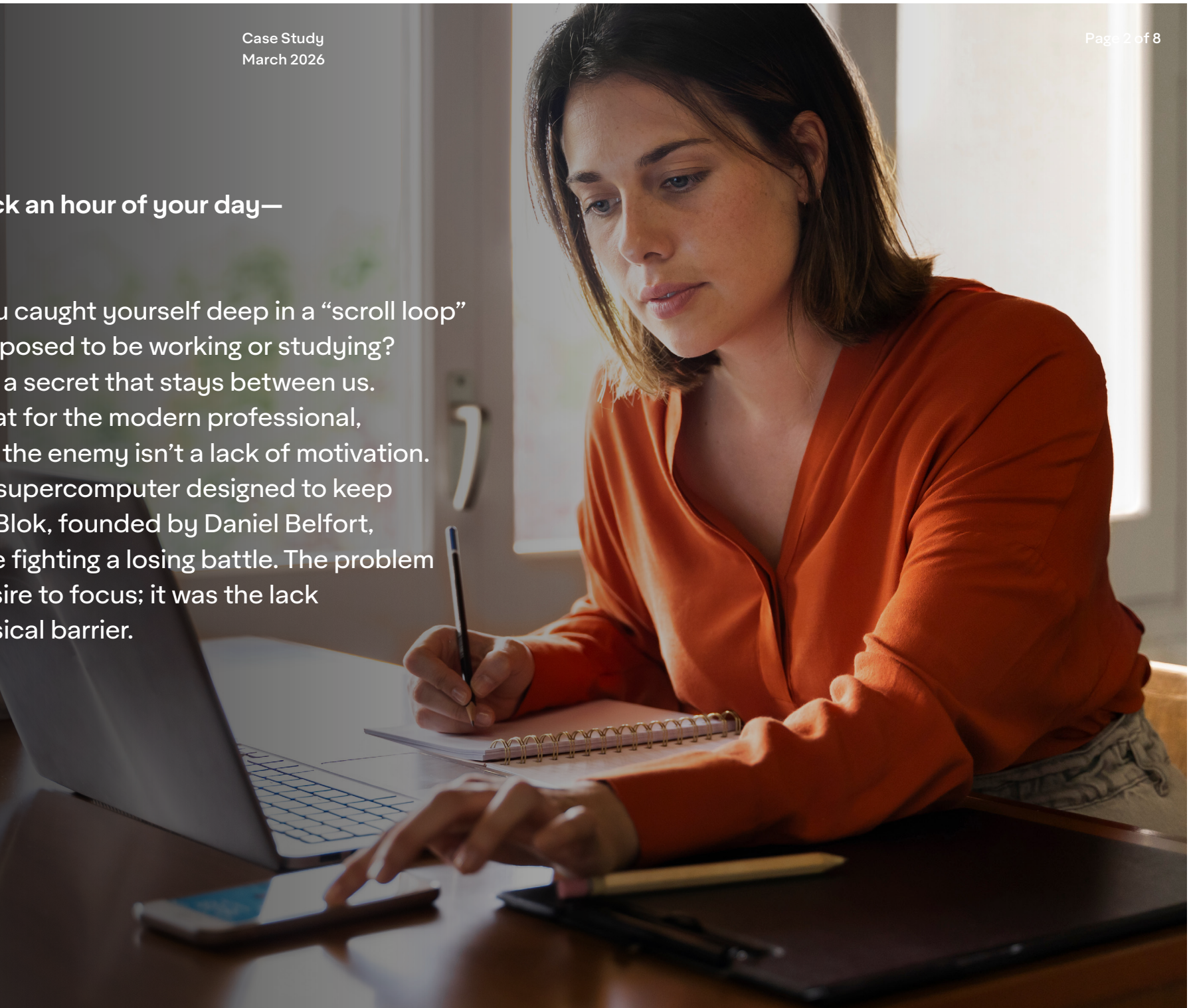
Beyond Willpower:

Using NFC Technology to Unlock Profound User Focus



**Imagine buying back an hour of your day—
every single day.**

How often have you caught yourself deep in a “scroll loop” when you were supposed to be working or studying? Don’t worry—that’s a secret that stays between us. But the reality is that for the modern professional, student, or creator, the enemy isn’t a lack of motivation. It’s a pocket-sized supercomputer designed to keep us hooked. Before Blok, founded by Daniel Belfort, many felt they were fighting a losing battle. The problem wasn’t a lack of desire to focus; it was the lack of a definitive, physical barrier.



The Challenge:

The Willpower Trap



Without a real solution, most users were trapped in a cycle of impulse checking. This struggle creates three major barriers:

- 1 Productivity Erosion:** Focus was perpetually disrupted, turning deep work sessions into fragmented, low-value time and leading to chronic procrastination.
- 2 Emotional Toll:** The lack of control fostered feelings of dependency or anxiety, diminishing overall life satisfaction.
- 3 Ineffective Existing Solutions:** The common approaches to solving this problem, such as pure self-control or software app tools, proved inadequate.

The Science:

NFC to the Rescue

Blok recognized that controlling digital behavior required a physical gatekeeper for digital distraction. Therefore, the company developed a sleek, tangible hardware device—a physical “block”—that acts as a dedicated focus switch for your smartphone.

Unlike apps that live inside your phone (and are therefore easy to ignore), Blok is a “real” object on your desk. It serves as a “focus anchor.” By interacting with the hardware, you trigger a digital lockdown on your device, bridging the gap between your physical environment and your digital behavior.

To achieve this, **Near Field Communication (NFC)**, a short-range wireless connectivity technology, was integrated. This reliable and secure technology enables devices to exchange data when they are placed within a few centimeters of each other. It is the same technology used for “tap-to-pay” credit cards and digital keys.



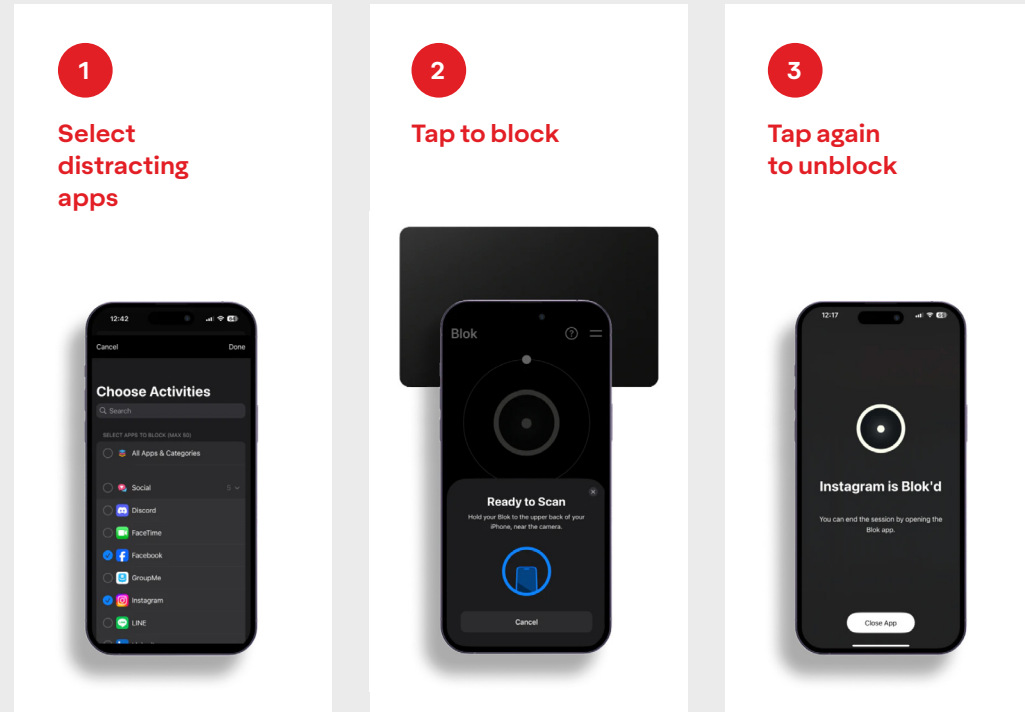
The Science:

NFC to the Rescue

Precision Engineering

The core of this innovation is an **AD Bullseye On-Metal NFC tag**, supplied by Avery Dennison. To ensure seamless performance, this critical component is embedded by partner Sinfotech directly into the Blok during the production phase. This high-quality integration allows the Blok to:

- **Eliminate Willpower Fatigue:** The physical presence of the Blok enforces the rules so your brain doesn't have to.
- **Create a Tangible Ritual:** Tapping your phone to the Blok acts as a clear, physical cue to enter a state of "flow."
- **Ensure Hardware Enforcement:** By linking software limits to a physical action, it becomes significantly harder to impulsively bypass your own boundaries.



The Results

Reclaiming Time and Mental Clarity

Blok’s physical approach yielded immediate, quantifiable, and transformative qualitative results across its user base, demonstrating the power of hardware in solving a software problem.

Quantifiable Success

METRIC	IMPACT PRE-BLOK	POST-BLOK IMPROVEMENT
Time Lost to Distractions	Significant and unmeasured	1 to 2 Hours Saved Daily (Per User Report)
Aggregate Time Saved	Lost to scrolling	Over 40 Years of Saved Time (Since Inception)
Focus & Productivity	Low, interrupted	Measurable improvement confirmed by usage data

Qualitative Transformation

Beyond the numbers, users reported profound shifts in their personal and professional lives:

- **Improved Well-being:** Users consistently reported feeling more present, happier, and less anxious—a direct result of breaking the compulsive checking habit.
- **Productivity Skyrocketed:** The ability to enter and sustain deep work led to greater daily efficiency and professional achievement.
- **Empowered Control:** Users felt they had finally regained control over their attention and their relationship with technology.



The Results

Why Users Chose Blok

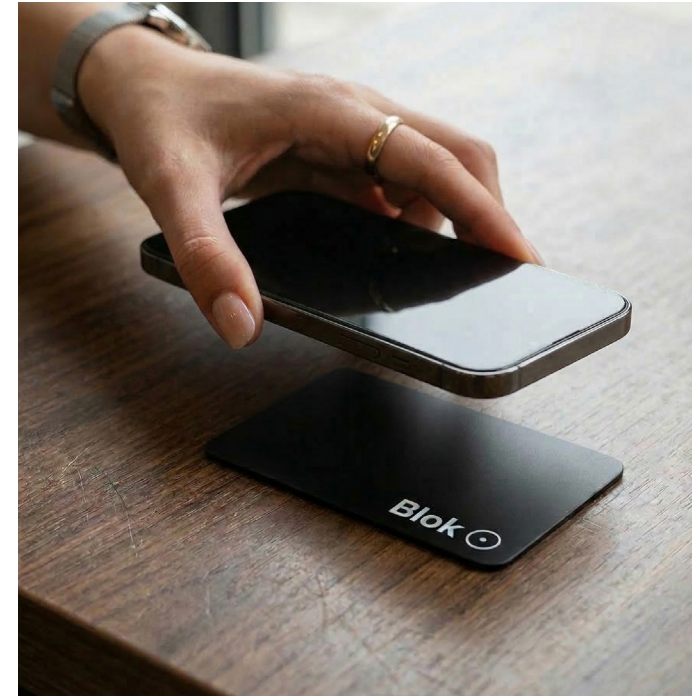
Users flocked to Blok because it uniquely and seamlessly bridges the gap between physical habit formation and digital behavior control—a feat no purely software alternative could replicate. They were choosing a definitive solution over a temporary fix.

“The best purchase I’ve made this year. I’ve felt noticeably happier and more engaged with life since using this product.”

“The change is pretty immediate. I went from around 4 to 5 hours of screen time to some days less than 1.”

“Blok is unbelievable. Makes every other app blocker feel like child’s play.”

The success of Blok in transforming the digital habits of its users proves a crucial point: when battling deeply ingrained behavioral issues fueled by software, the most effective solution is often physical. By integrating hardware—in this case, utilizing the principle of Near Field Communication (NFC)—Blok created a powerful, non-negotiable boundary between the user and their distractions. This NFC-enabled hardware solution serves as a vital bridge, translating an abstract desire for focus into a concrete, daily ritual.



Blok

Blok is a consumer technology company focused on solving screen-time addiction by making distraction harder and focus easier (blok.so). The company offers NFC-based physical products that pair with an iOS app that allows users to start a focus session instantly, block time-wasting apps, and stay consistent with their goals. Blok is designed to support deep work, studying, and healthier digital habits through features like strict mode, emergency unblocks, and accountability tools. Blok is based in San Francisco, California and distributes its product and app to tens of thousands of customers worldwide.

Sinfotech

Since 2012, Sinfotech has been a leading provider of RFID (Radio-Frequency Identification) products, specializing in hardware solutions based on NFC (Near Field Communication), UHF (Ultra-High Frequency), and BLE (Bluetooth Low Energy, also known as Smart Bluetooth). To best serve professionals and businesses, Sinfotech manages two dedicated e-commerce platforms: shopnfc.com and rfid.it, which offer fast and comprehensive access to the full range of products. While successfully operating primarily in Italy and Europe, Sinfotech's experience and product quality are recognized globally, counting customers all around the world.

Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company. We are Making Possible™ products and solutions that help advance the industries we serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. We design and develop labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and offerings that enhance branded packaging and carry or display information that improves the customer experience. Serving industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive — we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2024 were \$8.8 billion.



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