

Americot, Inc. Introduces Cotton Seed Industry's First QR Code

LUBBOCK, TEXAS

Americot, Inc., a leading supplier of cotton seed, has introduced another cotton seed industry first: the inclusion of a QR Code in its print advertising, sales sheets and other collateral materials for easy, instant access to variety data.

QR or Quick Response codes are scanned by a cell phone. Users simply install a QR code reader to their iPhone or Android phone by going to their app store.

"We at Americot are excited to introduce this valuable tool," says Americot Marketing Manager Julie Dingus. "A user just scans the QR code from our print ads, sales sheets and other company printed materials, and instantly the Americot website appears on the cell phone, enabling growers, consultants, university researchers, seed dealers and others easy access to comprehensive variety data. In addition to reading about a variety's characteristics, users can also review unbiased OVT performance data."

Other helpful information that users can pull from the Americot website includes contact information about nearby sales representatives in the Southwest, Midsouth and Southeast. Additionally, growers can download PDFs of Americot's Replant Program, Drought Program and Finance Program. "The QR code enables users to quickly access all of this information – and much more – even when they're on the turn-

row," Dingus adds. "We're excited to introduce yet another cotton seed industry first that helps the grower."

Americot, Inc., headquartered in Lubbock, Texas, provides Southwest, Midsouth and Southeast cotton growers with quality planting seed of varieties that offer high yield potential and excellent fiber quality with the technologies that growers want and need. For more information on NexGen® brand and Americot® brand cotton products, call 888.678.7333 or go to www.americot.com. △



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