

Americot, Inc.'s Redesigned Website Simplifies Accessing Variety Data

LUBBOCK, TEXAS

Americot, Inc., a leading supplier of cotton seed, has dramatically redesigned its website, www.americot.com, to enable growers, consultants, university researchers, seed dealers and others easy access to comprehensive variety data.

"One of the great things about our new website is that you can instantly access our variety information on your smartphones and iPads, in addition to your laptop and desktop computers," says Americot Marketing Manager Julie Dingus. "Say you're impressed with a neighbor's Americot or NexGen variety. You can quickly access our website on your iPhone and pull up the variety's tech sheet that describes its characteristics. You also can view its OVT performance data, etc. Additionally, you can read what growers in your state and region are saying about the variety in our extensive Grower Testimonial page."

Side elements on almost every website page also provide flexible forums to offer the latest news to viewers. "For example, during the season, one side element highlighted our agronomic Cotton Field Report, a popular monthly agronomic update on the cotton crop from

Texas through the Carolinas," Dingus says. "We later used the element to post the dates and locations of our upcoming field days. Viewers can click a field day's hot link to pull up a PDF that gives more in-depth information."

Other helpful information that users can pull from the Americot website is 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 whole website is informative and very user friendly – even on the turnrow," Dingus says. "It's an evolving, handy variety tool for cotton growers and others in the industry; we're constantly adding more features."

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 HYPERLINK "<http://www.americot.com/>" Δ



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