

Seed Data in the Palm of Your Hand! Ball Seed® Unveils NEW Smart Label Seed Packaging

A QR code scan on all Ball Seed packets gives growers access to updated germination and tech data for more functionality and efficiency in the greenhouse.



WEST CHICAGO, ILLINOIS, June 2024: Ball Seed®, North America’s leading horticultural distributor, announces a redesign of all of its seed packaging to improve functionality and efficiency for greenhouse growers. The packets have evolved from a 1D barcode to a new and interactive 2D QR code that, when scanned easily with a smartphone or scanning device, takes customers to real-time information and resources. This technology enhances customer access to timely seed-quality information, technical support, and marketing resources.



Some of the LIVE data shared by easily scanning the new smart labels include:

- Current germination rate and germ date: viability of germination in specific crop or batch of seeds
- Current Ball Vigor Index number (BVI): enhanced quality measures to ensure vigor and consistency
- Hyperlinks to Marketing Support and Tech Support
- Material number and description
- Vendor lot number

“Ball Seed knows that the best inputs grow the best plants, and that high-quality seed is the foundation to a successful season,” says Jim Kennedy, Sales Director of Ball Seed. “That is why we are pleased to launch this upgrade to our iconic seed packaging.”

Seed offered by Ball Seed is high quality, tested & proven, and ready to ship with orders in by 5 out the door by 7. This accessible seed data supports growers in making data-driven decisions in their production planning, allows predictable performance of seed during the growing

season, and allows for quicker production and decision-making.

“Since 1905, Ball has been shipping high-quality seed to our grower customers. With the new seed label, we will also be providing our customers with real-time seed information that they can use to make informed decisions in their business,” says Susannah Ball, Ball Horticultural Company.

To support growers of all sizes, Ball Seed has researched several different scanner devices to ensure the best LIVE data experience with the new label. In addition, the Ball Seed label support team is ready to help answer any questions and provide support on how to link your business’ systems to scanning devices. This keeps product support and plant information at your fingertips for data-driven decisions in the greenhouse.

For questions or requests for a technical demonstration, contact Ball Seed. Please email seedlabelsupport@ballhort.com and include a contact number if you would like us to connect with you by phone. To see a LIVE scanning demo, visit Ball Seed at Cultivate’24 (booth #3346).

About Ball Seed®

Ball Seed is North America’s leading wholesale horticultural distributor. We combine extensive experience, innovative thinking and world-class customer service to ensure professional growers have the best products, most efficient tools, and dynamic growing solutions. Visit www.ballseed.com for more information and check live availability and order through Ball Seed WebTrack®.