

Supplier Quality Rating Debuts On WebTrack®

New supplier rating system gives an easy visual reference to better-quality suppliers, and builds confidence in the shopping experience for Ball Seed customers.

Quality Rating

-  5 = 99.1 to 100%
-  4 = 98.1 to 99%
-  3 = 97.1 to 98%
-  2 = 96.1 to 97%
-  1 = Less than 96%
- NR = Not yet rated



WEST CHICAGO, ILLINOIS, November 2019: To enhance the shopping experience for its customers, Ball Seed®, North America's leading distributor of horticultural products, is proud to launch the **Quality Rating** on WebTrack® its online ordering and business management system. The new Quality Rating is based on several years of customer feedback from hundreds of thousands of Ball Seed shipments. This evaluation system joins the **Order Fill Rating** currently on WebTrack, which tracks how well a supplier has delivered what the customer has ordered.

Both the Quality and Order Fill Ratings are displayed with an icon (flower for Quality, star for Order Fill) as well as a numbered measurement (1-5, with 5 being the highest rating). The addition of color to the icons gives a clear visual reference during the ordering process, so customers can make an informed choice when making purchases.

Supplier evaluations are continuously gathered and updated quarterly so an accurate rate is produced each season. Ball Seed believes the Quality and Order Fill Ratings will be especially important with late purchases, when customers may need to buy from a less familiar source.

"Ball Seed is the only greenhouse distributor providing supplier ratings for both order fill and quality," says **Jim Kennedy**, Sales Director for Ball Seed. "We are always looking out for our customer, and this enhanced rating system in WebTrack will build more confidence in their purchases."

See the new Quality Rating in action! Log on to www.ballseed.com/webtrack to find top-rated suppliers. Not on WebTrack yet? Contact your Ball Seed sales rep or Ball ColorLink associate at 800 879-BALL to search, order and track your purchases today.

About Ball Seed

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