



## Seed Packaging for Ball Seed® Moves into New Building, Label Changes Have the Info Growers Need

The QR code on all Ball Seed packets gives growers access to updated Ball Vigor Index and germination data. The new building optimizes seed storage conditions and seed processing.



WEST CHICAGO, ILLINOIS, December 2024: The seed packaging team of Ball Seed®, North America's leading horticultural distributor, has successfully moved its operations into new, updated spaces in West Chicago, Ill. Over a single weekend, the packing department was completely shifted to a recently built addition that will house the company's Seed Distribution and Seed Processing systems. The smooth transition is a capstone to Ball Seed's commitment to seed supply efficiency and accuracy.

This milestone coincides with the recent redesign of Ball Seed's product 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, putting all seed data in the palm of growers' hands.

Some of the LIVE data shared by scanning the new labels includes:

- Current Ball Vigor Index (BVI): the industry standard for measuring seed vigor and uniformity of germination.
- Current germination rate and most-recent test date for the seed lot.
- Hyperlink to marketing support and technical information for germination and finishing.
- Material number, vendor lot number, and product description.

"Customer access to seed information has never been easier," says **Jim Kennedy**, Senior Commercial Director of Ball Seed. "High-quality seed is the foundation to a successful season. Growers can use the data found on our seed packets to optimize their sowing and germination space."

Seed offered by Ball Seed is tested to meet the company's rigorous standards for professional growers. Seed is ready to

ship the same day the order is received. If an order is received by 5 p.m., it will be out the door by 7 p.m. and Ball Seed can expedite to next-day delivery at your request. The increased access to 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 more accurate production decisions.

“With the new seed label and efficient new space, Ball Seed is elevating our customer’s seed experience,” says **Dave Hannebuth** Ball Horticultural Company’s Seed Processing Center Manager. “All finished packaging – every seed coming off this line – now has the latest germ and real-time information growers can use to make informed decisions in their business.”

To support growers of all sizes, the Ball Seed label support team is ready to answer any questions and help link business systems to scanning devices. Please contact Ball Seed at 800 879-BALL or email [seedlabelsupport@ballhort.com](mailto:seedlabelsupport@ballhort.com) and include a contact number if you would like us to connect with you by phone.

*About Ball Seed®*

*Ball Seed is North America’s leading wholesale horticultural distributor that delivers “All the best” through world-class customer service, and the broadest range of seed and young plants from breeders all over the world. As a family-owned company, Ball Seed strives to meet the needs of greenhouse businesses of all sizes. Visit [www.ballseed.com](http://www.ballseed.com) to learn how your success is our passion. Check live availability and order anytime through Ball Seed WebTrack®.*