

## **An Introduction To QR Codes**

**QR codes are just one of a number of mobile phone technologies that horticulture businesses in Wales could capitalise on.**

**This beginner's guide outlines what they are and how they can be utilised in the sector.**

### **What Is A QR Code?**

A Quick Response or QR code is a type of barcode. When the QR code is scanned using an app on a smartphone, the user is taken to a web page of relevant information. For horticulture products or businesses this could be a company website, care instructions for plants, recipe ideas etc.

QR codes can be placed almost anywhere, but are most commonly seen on labels, product packaging, on point of sale (POS) materials, and on marketing collateral such as leaflets, flyers and posters.

### **What Are QR Codes Used For?**

QR are usually used to provide information to consumers, for example, you might want to link to additional details about a specific product or service you provide. They can also be used to drive traffic to specific promotional campaigns that promote your business, and can even be used to build up a contacts database or ask for consumer feedback.

However, there are other uses of QR codes suitable for horticulture businesses. For instance, they are a vital way for retailers to quickly re-order products if and when stock is running low.

QR codes can also be used in a production and processing setting. They can be easily attached to equipment to provide a handy link to training manuals or user instructions. On farm or on the nursery, QR codes can be used to help communicate with staff, for example, scannable barcodes at places like the entrance to a glasshouse.

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On entering the glass house the picker scans the QR code to obtain the most up-to-date order information, which can help to reduce labour time and wastage.

### Want To Find Out More?

Here are a few useful exploring the use of QR codes in greater detail:

- A guide from the Welsh Government about getting started with QR codes

<http://www.sharewales.com/wp-content/uploads/2012/01/Getting-Started-with-QR-Codes-Final.pdf>

- An example of how QR codes can be used in the garden retail sector (*subscription to Horticulture Week required*)

<http://www.hortweek.com/garden-retail-technology-cracking-qr-code/article/1168128>

- A number of example QR code uses on farm

<https://www.landbrugsinfo.dk/ltvaerktoejer/mobil/Sider/Using-QR-codes-for-context-specific-support-around-the-farm.pdf?download=true>

- A link to a website that demonstrates how QR codes can be used to enhance visitor experience

[http://www.bgci.org/news-and-events/news/0830/?sec=resources&option=com\\_news&id=0830](http://www.bgci.org/news-and-events/news/0830/?sec=resources&option=com_news&id=0830)



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