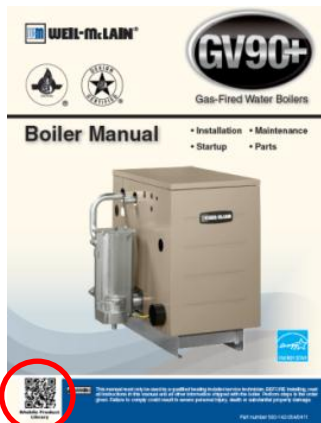**TO:** All Weil-McLain Distributors and Agents

FROM: Mike Boyd – Product Marketing Manager

SUBJECT: **Quick Response (QR) Codes**

Over the years, social media has exploded in popularity by connecting people together with technology. Weil-McLain has been keeping up with the social media trend through various social media sites (Facebook, YouTube, and Twitter), which has allowed us to better connect with our customers. Our next focus will be to incorporate a new way that will allow us to utilize the latest social trend of mobile marketing.

We are currently in the beginning stages of integrating an exciting new marketing channel that will allow our customers to quickly and easily access information about our products. This newly integrated channel is known as **QR codes** or **Quick Response codes.**

QR codes share many similarities to *barcodes* used by retailers to track inventory and price products. The key difference is the amount of data each can hold. Unlike *barcodes* that only hold up to 20 numerical digits, *QR codes* are two-dimensional (2D) matrix barcodes that can hold thousands of alphanumeric characters of information. *QR codes* consist of black modules arranged in a square pattern on a white background which is scanned with your smartphone (e.g. iPhone, Android, or Blackberry devices) camera and a specialized app. Once scanned, the encoded information may be in the form of URL links, geo coordinates, text, or other data.

Weil-McLain plans to integrate new *QR codes* on **boiler carton labels, boiler rating labels, product literature,** and **trade ads.** Once scanned, the QR codes will direct you to the specific product's mobile website where information and content (e.g. brochure, user manual, boiler manual, YouTube, Facebook, Twitter, etc.) can be easily accessed at the convenience of your smartphone.

To scan our *QR codes* requires a specialized *QR code scanner/reader* app on your smartphone. To download the app, go to the Apple App Store (iPhone), the Android Market (Android), or the Blackberry App World (go to www.blackberry.com/appworld/download to download the app store on your Blackberry if not already installed) on your smartphone and search **QR code reader** in the search bar. A list of compatible *QR code scanner/reader* applications should result. Choose and download an app you like and **try it out on the QR code image included on this bulletin.** We are confident that this new feature will provide you with a quick, fun, and exciting way to access information about Weil-McLain products.

And as always, thank you for your continued support of Weil-McLain products and services.

① Open downloaded QR code scanner app on your smartphone.

② Point camera over QR code as shown above.

③ QR code scanner app will scan and decode the QR code instantly.

④ You'll be brought to a Weil-McLain "Mobile Product Library."