

QR codes no longer on the QT



Linking Physical Space with Mobile Space via QR Codes

As a leader in print marketing innovation, Cottrell works diligently to maintain our position on the cutting edge of technology. This focus allows Cottrell to share the latest trends and ground-breaking ideas with our customers. One example is the implementation of 'QR Codes' on your printed collateral.

A QR Code (Quick Response Code) is a two-dimensional bar code used in Asia for over a decade, and just now starting to

hit the States. These codes are readable via smart phones with a simple application download. They have become the preferred link between printed marketing collateral and the mobile internet advertising market.



We at Cottrell are able to assist your company in the creation and implementation of these QR Codes for your print marketing collateral pieces. By utilizing QR Codes you can quickly link potential customers to engaging branded content where they can learn more about your product/services and access all the digital tools available from your company. These codes can also be used to make mundane tasks simple, such as sharing contact information among business colleagues. While the core functionality is always the same - point, click, be taken to an info page, with Cottrell's insight into this technology we can provide guidance to figure out where, when and why your customers would want to access that information.



And the best thing about QR Code technology is its affordability. So what are you waiting for? Call us today, and discover how we can help you direct more customers to your business.