



New Ball WebTrack Launched

Ball Seed's online business management system gets a fresh new look, new tools to help growers work faster and easier.

WEST CHICAGO, IL – Ball Seed is making growers' lives "sow easy" with a newly redesigned **WebTrack®**, its online business management system that lets growers browse the industry's largest selection of online inventory from hundreds of suppliers. Featuring a fresh new look for easy navigation and new tools to simplify business, WebTrack allows growers to spend less time behind their desk and more time in their greenhouse and with their customers.



The new WebTrack offers many free tools and features:

- **Sleek Updated Design:** The new homepage makes it easy to find what you're looking for, and includes a robust help and learning center.
- **Unmatched Variety & Selection:** Shop from hundreds of suppliers on one site. It's easier than ever to find products using upgraded search tools and supplier information.
- **Time-Saving Seed Order Management & Receiving:** Download seed deliveries, including detailed lot and germination data. Interactively manage seed backorders and verify incoming seed shipments using packaging scanning.
- **Powerful Reporting Capabilities:** Access detailed order and invoice downloads. Go paperless with extensive document subscription options or access two years' worth of documents in your online file cabinet.
- **Extensive Product Resources:** Download product culture, bench cards, catalogs and photos to grow your sales.

"The re-launch of Ball Seed WebTrack improves so many touch points for growers. It's much more than a makeover of a website; our efforts behind the scenes provide accurate inventory and makes it extremely easy for customers to do business online with Ball Seed," says **Mark Morris**, Director of IT for Ball Horticultural Company. "Already more than 3,000 Ball Seed growers of all sizes use WebTrack to manage their business. The new WebTrack is designed using growers' suggestions and helps them work more efficiently. We see WebTrack as the perfect extension of our full-service, industry-leading Ball Seed sales force and customer service team."

Demonstrations of the new Ball WebTrack are available starting at OFA Short Course and **Ball Seed Customer Day**, July 26. Existing WebTrack customers are automatically redirected to the new login page. To sign up and begin a new account with WebTrack, visit <https://webtrack.ballhort.com>.

Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties to the world of horticulture, including the Wave® petunia family and Super Elfin® impatiens. Ball is committed to sustainable practices and has highlighted its green accomplishments in its "Sustainability Report." The company has worldwide production, sales and marketing through its many subsidiaries on six continents. For further information, visit www.ballhort.com.