



Ball Seed® Updates And Enhances Its WebTrack® Business Management System

New features for WebTrack include simplifying rebooking, supplier locators, easier-to-view product searches, and more navigation upgrades for Ball Seed customers.



WEST CHICAGO, ILLINOIS, September 2021: Ball Seed®, North America's leading horticultural distributor, is pleased to launch upgraded features to its **WebTrack® online ordering system** and business management tool. The system updates go live September 27 and include enhancements to overall navigation, search functionality, and other easy-to-use customer interfaces.

"Ball Seed continuously strives for customer satisfaction, and now our collaborative IT team has made WebTrack even easier to order seeds, cuttings, plugs, liners and everything else essential to your young plant needs," says **Jim Kennedy**, Sales Director for Ball Seed. "The WebTrack experience just got better! Customers will find these latest updates user-friendly and time-saving as they search and order what they need, when they need it."

Ball Seed WebTrack has been upgraded with the following features:

- **Easy rebooking** – Copy multiple previous orders at one time, and adjust ship dates and quantities right in the cart.
- **Suppliers near me** – Locate suppliers based on distance to determine truck delivery and pickup options.
- **Product search updates** – View search results easier and find what you're looking for faster using flexible filters; narrow your selections by item, supplier, tray size and more.
- **Cart upgrades** – Enhancements at check-out make the final review of your order easier! Adjust quantities prior to submitting your order, and use new filters and navigation to assure nothing is overlooked in the ordering process.

In addition, the upgraded system puts photos, the latest product culture, printable bench cards, and other resources just a click away in your WebTrack cart. Need help? Connect with our customer service team through the updated Contact Us button for a live chat session or to leave an after-hours message.

See all these features by logging into your Ball Seed customer account at www.ballseed.com/webtrack. Not a customer yet? Contact our customer service department at 800 879-BALL.

About Ball Seed®

Ball Seed is North America's leading wholesale horticultural distributor. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers have the best products, most efficient tools, dynamic growing solutions and more. Visit www.ballseed.com for more information and check live availability and order through Ball Seed WebTrack®.