

QR CODES

Be **SMART** about marking lines, facilities, fleet vehicles, or whatever else needs identification by adding a custom QR code. A Quick Response (QR) Code is a 2-dimensional matrix bar-code that can be scanned by any smart phone with free QR reader app. Once the code is scanned, the user will have an instant connection to the information that the QR code contains.

HOW CAN YOUR COMPANY BENEFIT FROM USING QR CODES?

Adding a custom QR code to signage and markers can empower your company to provide instant information and education to the user. Whether the code takes the user to the 811 website for more information on damage prevention (Great idea for Public Awareness Campaigns!) Or to an Online Excavation to ensure safe digging around your lines, there is limitless application for this technology.

WHAT TYPES OF INFO CAN THE QR CODE CONTAIN?

- ▶ **WEB ADDRESS**
- ▶ **GOOGLE MAPS LOCATION**
- ▶ **PLAIN TEXT**
- ▶ **TELEPHONE NUMBER**
- ▶ **EVENT (V-CALENDAR)**
- ▶ **PAYPAL BUY NOW LINK**
- ▶ **EMAIL ADDRESS/ EMAIL MESSAGE**
- ▶ **CONTACT DETAILS (V-CARD)**
- ▶ **YOUTUBE VIDEO**
- ▶ **TEXT MESSAGE**
- ▶ **FACEBOOK/TWITTER/LINKEDIN LINK**



**SCAN CODE
WITH SMART
PHONE NOW!**

