

QR Barcodes

Plants Management Australia (PMA) continues to be at the forefront of new marketing concepts, revealing its current rollout of QR barcode's recently around Australia.

QR (short for Quick Response) barcodes are now appearing on all PMA labels, fact sheets, advertising and point-of-sale material. They are a means for the consumer to access instant information from anywhere in the world and becoming a key feature in modern, interactive marketing campaigns.

Simply scan the code with your mobile phone camera and be directly linked to planting tips, information, advice and images. Whether standing in a retail nursery, outside in the garden or reading a magazine in the comfort of your own lounge room – the information is readily accessible.

This technology also has benefits not only for the consumer, but retailers who wish to educate their staff on individual products (it's like having an entire fact sheet in the palm of your hand). Landscapers will also find it handy to provide clients with images of mature specimens in established gardens, and potential planting designs.

QR barcodes consist of black modules arranged in a pattern on a square white background. They can be applied to any product, and provide an instant link to information via decoding at high speed to a relevant internet site. QR barcodes originated in Japan and are now widely utilised around the world – see them on advertising material of local businesses such as realestate, superannuation and cinemas and countless international companies such as Toyota, Duracell and Heineken.

PMA is proud to be a leader in introducing this technology to the horticultural industry in Australia. It's just another way we connect concepts and consumers.

The application is available on the PMA homepage – simply download it for free and start using it today!



LICENSING • MARKETING • DISTRIBUTION

PO Box 54, Dodges Ferry, Tasmania 7173 Australia
Phone: 61 (0) 3 6265 9050 Fax: 61 (0) 3 6265 9919
Email: info@pma.com.au

www.pma.com.au



DAPHNE
**ETERNAL
 FRAGRANCE**®




**Strongly Perfumed
 Repeat Flowering
 Sun Hardy**



Daphne x transatlantica
'Eternal Fragrance'®






 Full sun/part shade Height 60cm Spread 90cm Frost hardy Drought tolerant

Features:

- Exquisite fragrance
- Repeat flowering - outstanding display in spring with continuing spot flowering throughout the year
- Frost hardy. Heat and dry tolerant - performs in sunny sites without scorching

Suggested Uses:

- Stunning low perfumed hedge or border
- Small gardens, patios and courtyards
- Underplant beneath open tree canopies

Water Requirements:

Low. Once established requires only occasional deep watering during periods of extended heat.

Care:

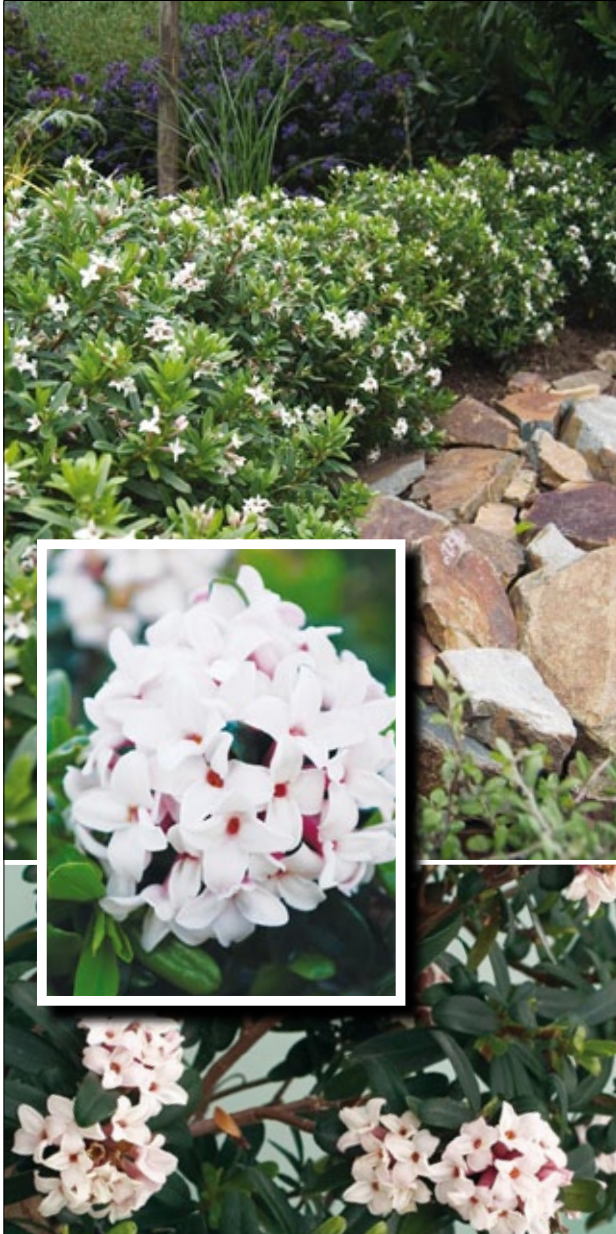
For optimum results, lightly trim and feed with a slow release fertiliser in summer to maintain shape and vigour. Tolerant of both acid and alkaline soil types. Plant in well draining soil. Beware of poor drainage sites.

PBR® Australia
 Unauthorised commercial propagation or any sale, conditioning, export, import or stocking of propagating material of this variety is an infringement under the Plant Breeder's Rights Act 1994.



Visit www.pma.com.au for planting tips, info and ideas.

QR Barcode on a label








Daphne x transatlantica 'Eternal Fragrance'[®]

STRONGLY PERFUMED
REPEAT FLOWERING
SUN HARDY

Origin: United Kingdom

Species: *Transatlantica*

Protection Status: PBR protected

 Full sun/part shade  Height to 60cm  Spread 90cm  Frost hardy  Drought tolerant

Features:

- Exquisite fragrance
- Repeat flowering -outstanding display in spring with continuing spot flowering throughout the year
- Frost hardy. Heat and dry tolerant – performs in sunny sites without scorching

Suggested Uses:

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Easy to grow
Containers
Sun Hardy**



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Scan me!



QR Barcode on an advertisement