



We all need the Joy of Plants (QR codes)

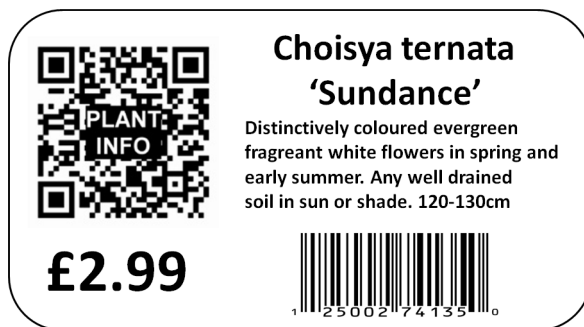
Monday September 3rd 2012

"QR codes" on Labels mean Pages of Plant Info for Potential Purchasers

Almost all modern phones have a camera, and an app for scanning QR codes.

Now, by using QR codes supplied by Joy of Plants, your labels can allow would-be purchasers to see a webpage of complete details for each plant variety - making it so much more likely they'll find the right plant and buy it.

Joy of Plants launched its "Plant Info" QR codes at the Four Oaks trade show this week with Atkiro Ltd, a well-known grower and wholesale nursery from Yorkshire. Here's one of their plant labels, go on, find yourself a QR code scanner app, and scan the code!



The Joy of Plants QR codes:

- * Are available for over 7,500 plant varieties and give access to world-class plant information that is maintained and delivered by Joy of Plants
- * Can be used on any kind of plant label, provided by any label manufacturer, as there are no restrictions on use
- * Are "ready to use" and tested, pre-sized and formatted for label printers
- * Lead to pages that are quick to download and easy to use on a smartphone
- * Are supplied free of charge for anyone to use

Find out more from 3rd September 2012 at: www.joyofplants.com/qrcodes.php

Gardeners can also buy the Joy of Plants iPhone app from the Apple AppStore to access the same information about 7,500 plants wherever they need it.

Garden Centres and Nurseries can license the Joy of Plants Plant Finder for their websites to deliver the same information as the Plant Info pages. See www.longacres.co.uk and click Plant Finder to see the Plant Finder in action.



Plant Information

- * Joy of Plants supply full details and photo for EVERY one of over 7,500 plants.
- * Includes popular plants suitable for gardens in the UK & Ireland. Hardiness Zones are given for each plant to guide those who live outside the UK.
- * All the plant photos and text descriptions have been created by a professional gardener over a 20-year project.

Images & demo video

Image files are available for download at <http://www.joyofplants.com/pressinfo.php>

The demo video is available at <http://tinyurl.com/joyofplantsqr>

Quotes

Quotes from Terri Jones, designer of the Plant Info and Director of Joy of Plants:

“With our QR codes we are letting nurseries and garden centres offer access to high quality plant information from their labels, free of charge. They don’t have to worry about creating and delivering the plant information, all they have to do is add our 2cm square QR codes to their labels, and we do all the rest.”

“We provide our QR codes as an educational tool to help gardeners learn about plants.”

“We spent a lot of time talking to novice and experienced gardeners about what plant information they wanted and based our design on their needs. Our information helps them take the guess work and uncertainty out of choosing the right plants.”

“At Joy of Plants we provide plant information to nurseries and garden centres as well as gardeners. We update our plant information every quarter, adding new plants that our nurseries and garden centres stock, and updating our plant database. Nurseries and garden centres that work with us get access to plant information that will continue to grow over time in tune with trends in gardening. For example in 2012 we included plants for “Patriotic planting” with red, white, blue & gold plants for the Jubilee.”

Quotes from Susan A. Tindall, source of plant photos and information in the Plant Finder and Director of Joy of Plants:

“When you enjoy gardening you regenerate your spirits, you forget your problems, regain perspective. Look closely at flowers, even the simplest, and relish their brief perfection. The more you understand, the better it gets. At Joy of Plants we help gardeners learn more about plants.”

Quotes from Atkiro Ltd

“The future is here. We so often hear about customers bemoaning the lack of plant knowledge of retail staff. The solution will now literally be at their fingertips. With most smartphones, all the gardener (or even the retailer themselves) has to do now is scan the QR code on our care label, and they will have access to every detail from the "Joy of Plants" database about the particular variety they are considering. Far easier than messing about



with search engines and cumbersome web addresses, once the QR technology is explained, its use is simplicity itself, (even for us "horticultural types")."

Quotes from Joy of Plants Licensees

"Plant Info QR codes give our customers access to the best plant info there is, supplied by Joy of Plants. We've asked all our suppliers to put the Joy of Plants Plant Info QR codes on their labels."

Michael Ainley, IT Manager at Longacres Garden Centre Ltd

Notes to editors

Joy of Plants is based in Twyford, Berkshire. It's led by Terri Jones and Susan A Tindall. Their development team includes Zenobyte Ltd, Slash Design Ltd and Pete Borlace Design Solutions, specialists in design and development for web and mobile devices.

For more information about the Joy of Plants QR codes, Plant Finder and Joy of Plants app and the team who created them see:

www.joyofplants.com

<http://www.facebook.com/joyofplants>

Follow us on Twitter @JoyofPlants

Joy of Plants is a member of the Horticultural Trades Association in the UK.

Atkiro Ltd is a grower and wholesaler of nursery stock based in the heart of Yorkshire. Well-known for their brands "Starter Garden Plants", "Gardening with Colour", "Four Seasons Planted Containers" and "Patio Harvest", they constantly seek out new innovations to help their customers sell plants and build profits with minimal effort. For more information on their product range, see www.atkiro.co.uk, or scan this QR code:



"We don't just grow plants - we help you sell them."

Atkiro Ltd is a member of the Horticultural Trades Association.

Press & Contact Info

For info and images for the press see www.joyofplants.com/pressinfo.php

For further information please contact:

Terri Jones

Director

Joy of Plants

terri@joyofplants.com

07717 532323