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Sweet Introduces New Mobile Website and use of QR Codes

Springfield, Ohio, USA – August 3, 2011 Sweet Manufacturing Company is pleased to announce that it recently introduced a new mobile website and the use of Quick Response (QR) Codes. The driving force behind the new mobile website and the QR codes was the need to ensure that current and prospective customers could quickly and efficiently access Sweet's product information.

Mike Gannon, Sweet's VP of Market Strategy & Planning had the following comments – "With the decreasing use of paper brochures and manuals and the rapidly increasing use of Smartphones and Tablet devices, we felt it vitally important to provide our customers with efficient and flexible access to our product brochures and technical manuals. Whether the customer is working in the office, at a job site or remotely from home, we wanted to provide them ready access to Sweet. With the introduction of a mobile website and QR codes, we will greatly enhance our ability to be an innovative, flexible and technology friendly resource for our customers."

The new mobile website is available in both English and Spanish and provides a simplified and speedier visitor experience. The mobile site allows visitors to easily navigate to the specific product information by Product Type, Product Use or through the Product Overview brochure. Prospective mobile visitors to the Sweet website will be provided the option to go to either the full website (enhanced content with more expansive graphics and photos) or to the mobile website. From your mobile device, you can utilize our full website address of www.sweetmfg.com, and you will then be prompted to continue to the full website or to be redirected to the mobile site. You can go straight to the mobile website via the URL – m.sweetmfg.com. The visitor can also have the Sweet mobile website icon added to their device by simply selecting the "Add to Home Screen" button on most mobile devices (not applicable for all Blackberry devices at this time).

With the introduction of the new simplified and speedier mobile site, Sweet has chosen to enhance this technology with the use of QR codes. These codes are two-dimensional barcodes that provide a link to Sweet's mobile site, a specific video or other relevant content. Sweet plans to utilize the QR codes in many aspects of its marketing including - ads, brochures, trade show properties, etc. The QR codes are scanned and read via a mobile device's camera through a QR Reader App. Each mobile device is a little bit different, so it is important that you locate and download the QR Reader App that is specific to your device. The QR code in the title above will direct you to our new mobile website.