

**News Release**

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**Westermeyer Industries Adds Quick Response (QR) Codes to Product Labels & Literature**

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*Company utilizes new technology to aid customer in accessing data*

**BLUFFS, Ill. (January 20, 2012)** — As technology continues to expand, so does Westermeyer Industries (WII). Through the use of quick response (QR) codes, customers and service technicians utilizing their smart phones, can scan QR codes on product labels and literature. Scanning the code will open a web browser allowing the end user to access additional product information. This information is:

- Replacement parts
- Installation videos
- Installation instructions
- Technical tips & trouble shooting
- Additional product details
- Request for quote

“We are excited to offer our customers access to this information at their fingertips. Instead of a service technician needing to call for replacement parts, the QR code will provide real time information thereby expediting the process.” said company founder, Gary Westermeyer. “The QR codes is one more example of our commitment to serving our customer’s needs.”

To learn more about Westermeyer Industries product offerings, visit the company’s online catalog at [www.westermeyerind.com](http://www.westermeyerind.com) or call 217.754.3277.

Westermeyer Industries designs, manufactures, and distributes high-quality commercial components and accessories for the air conditioning and refrigeration industries. More than just a supplier, the company strives to be a component and accessory problem-solver. This "can-do" attitude permeates all Westermeyer Industries projects and is continually demonstrated through the company’s commitment to engineering creativity and design ingenuity.

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