



Press Release

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Wind-lock Adds Installation Videos To Packaging

Leesport, PA – Wind-lock is implementing the use of QR codes on its packaging. The company's most popular selling Stealth panels now have a QR code sticker on the box. When scanned by a smart phone with a QR code reader application, the link takes the user to an installation video.

"We are always looking for different ways to help our customers get the information they need more easily," explains Carter Benjamin, Executive Vice President of Sales at Wind-lock. "Having a link to the video right on the box gives them quick access to the installation video."

This is not Wind-lock's first experiment with QR codes. A few months ago they added video links to their business cards. Each salesperson has a personal video connected to their business card with a QR code. The company plans to add more QR codes to its packaging and marketing next year.

Contact Wind-lock at 800-872-5625 or visit their web site at www.wind-lock.com.

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Serving the construction industry for more than 25 years, Wind-lock has expanded its offering beyond tools and accessories for the EIFS industry. The company has grown to serve other segments of the residential and commercial construction industries including air sealing, drywall, exterior wall systems, insulation, moisture management and weatherization. Delivering “What You Need, When You Need It”, Wind-lock ships its products nationally and internationally from five warehouses located across the country.

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