



Canadian Pipe & Pump Supply
Waterwell Drilling Supplies Environmental
Monitoring & Drilling Supplies

Waterwell and Groundwater Monitoring Newsletter

February 2013

Quick Links

- [Canadian Pipe & Pump Supply Our Products Page](#)
- [MOE - Wells](#)
- [MOE - Well Fact Sheets](#)
- [MOE - Groundwater Map](#)
- [Discussion of Regulation 903](#)
- [Email Us Right Now](#)

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Dear Robert,

Canadian Pipe & Pump Supply is an industry leader engaged in the manufacturing and distribution of pipe product used in waterwell and groundwater monitoring applications. In addition, we supply pumps and accessories used in conjunction with our pipe. We firmly believe in helping our customers grow their businesses. Our skilled team of industry experts can help select the proper product for your application or help to design a custom solution.

We have four locations across Ontario to serve your needs. Please visit us at one of our branches located in Toronto, Orillia, Ottawa or Tillsonburg.

What The Heck is a QR Code?

You have likely noticed them around recently and if you haven't, after reading this article, you will! Quick Response (QR) codes have gained widespread use this year - and for good reason. People want immediate access to what's relevant to them and QR codes are being used to make that possible. QR codes are two dimensional barcodes and their ease of use makes them practical for small and mid-sized businesses. When you scan or read a QR code with your iPhone, BlackBerry or other mobile device, it activates your browser and links to digital content on the web.



QR codes are cropping up all over place. We have recently seen them in use on business cards, brochures, billboards, in the name block on CAD drawings, in responses to RFPs, on product tags, promotional items, packaging and vehicles. How they are being used is even more varied than where they are seen. Some uses we have seen include installation instructions, newsletter sign-ups, online re-ordering processes, service call requests (posted inside of electrical panels), quick access for replacement parts and special offers. What the QR codes can do for your customer is extremely interesting. Some common examples are:

1. Linking Customers to Your Website

When a potential customer wants to learn more about a company, all they have to do is scan the QR code and they will be instantly looking at the company's website on their mobile device - making it fast, simple and easy to access the information they want, where they want it.

2. Activating YouTube Videos

Videos are being streamed directly to people on their mobile devices. Topics include promotional information on specific goods or services, installation or repair instructions and company or divisional overviews to help add credibility to proposals.

3. Connecting Immediately to a Live Person

Codes can be set up to automatically dial a phone number from the customer's Smartphone. Companies are using them to connect interested parties directly to their Sales Department, Service Department or Main Switchboard.

Contact your Sales Representative or Customer Service Representative at CPPS to request your free website QR Code. Consider sending this newsletter to your senior team to get them up to speed on QR Codes. Set a time for a 30 minute meeting to generate ideas on how your company might begin using QR codes (be creative). Define your objectives, establish a timeline, assign accountabilities and start to use QR Codes to help your company pull ahead of the competition. The world doesn't stop evolving and neither should you.



We look forward to your business and partnering with you to help drive your growth in 2013.

Sincerely,

Robert Martini
Vice-President General Manager