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Germains Seed Technology Improves Customer Experience with New Interactive Website

March 16, 2016 (Gilroy, CA): Germains Seed Technology recently launched a new interactive website (www.germains.com) that provides global and local customers a resource for gathering information about seed treatments and solutions for their particular crops and cultivation practices.

Germains Seed Technology specializes in innovative seed treatments such as priming, pelleting, film coating, health, and polymers for sugar beet, vegetables, and field crops. In addition to dividing the website into two regions North America and Europe, the international company categorized all of its seed technologies into Conventional and Organic. The product categories will help seed companies, dealers, and growers gather information quickly based on cultivation practices. Users looking for seed treatments for a particular crop may now "Search by Species". By entering the crop's common name, users will find a one-page list of all the technologies available for each species.

Many growers ask, "What kind of return on investment may I possibly get from seed technology?" The website's new interactive online "Value Estimator" calculator tool makes it easy for users to estimate potential increase in yields and revenue per acre from products such as goseed® technology when applied to carrots, lettuce, parsnip and or onion seeds.

Cathy Farr, North America Business Director at Germains Seed Technology, said, "Germains offers a variety of innovative seed treatments that are all now strategically categorized by conventional and organic. Because we value our customer's time and are experiencing increased demand for organic seed technologies, the website was designed so that our customers and the growers they serve may search for seed technologies that are appropriate for their cultivation practices or by crop. Also, we opted to add the goseed® value calculator so that customers may calculate the potential increase in yield and revenue a grower may experience after applying goseed® technology to their lettuce, carrots, onions or parsnip seed. All of the products and content is current, but we will continue to maintain and add information to the site. Our goal is for the website to become a valuable resource for our customers and a tool for recruiting new employees."

For more information about Germains Seed Technology, go to www.germains.com.

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About Germains Seed Technology

Germains Seed Technology has been serving the agriculture industry for 145 years. With eight locations in both Europe and North America, Germains continues to deliver industry-leading innovative seed technology solutions to customers' worldwide. For more information, go to www.germains.com.