

## Valent Announces Launch of Mobile Website



Source: [www.TurfMagazine.com](http://www.TurfMagazine.com)

WALNUT CREEK, Calif.-January 31, 2012-Valent U.S.A. Corporation announced the launch of a mobile-optimized version of the corporate website, [www.valent.com](http://www.valent.com). The new mobile-optimized site serves as a complement to the company's existing website and a new resource for customers who turn to their mobile device to access to important product information.

The new mobile website will provide distributors and end users with on-the-go access to labels, product literature, videos, a comprehensive sales representative finder and the latest news about Valent and its agricultural and professional product lines.

"Our customers lead busy lives. They rely on their mobile devices more and more to access information in the field," said Kevin Hammill, vice president of ag operations and strategy for Valent. "Our mobile website will help make it easier than ever for our customers to access information about Valent and its products,"

The Valent mobile website is optimized for use on iPhone, iPad, iPod, Android and BlackBerry devices, allowing just about anyone with a smartphone or other mobile device to access information in an easy and efficient manner.

"In designing the Valent mobile website, we analyzed use patterns from our corporate website to help ensure we are providing the information our users need most," Hammill said. "The full website will continue to serve as a comprehensive source for company and product information, with the mobile site providing simplicity and ease of use when on the go."