

Behr Hella Service introduces QR codes on packaging

All product information available on your smartphone

Schwäbisch Hall, June 14, 2018. Thermal management expert Behr Hella Service will from now on print a QR code on all product packaging labels. This will enable wholesalers and workshops to get all product information on their smartphones. The information comprises current images, vehicle applications and OE numbers from the online catalog. But also 360 degree images, material safety data sheets and installation notes are easily available via scan now. All this information is furthermore available in 18 languages. Scanning the code is possible with a so-called QR scanner available at no cost at Google Play or in the app store. It can be installed as app directly on the phone.

For having at your disposition important information directly on site, Behr Hella Service QR has integrated QR codes not only on packaging labels but also in the recently published print catalog "Thermal Management Trucks & Transporters". Additional catalogs with QR codes will probably soon follow. This will allow finding updated product information even quicker soon.

Please note:

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Behr Hella Service GmbH, Schwäbisch Hall: The joint venture between automotive parts suppliers MAHLE Behr (specialist for vehicle air conditioning and engine cooling) and HELLA (specialist for components and systems for lighting technology and electronics) serves the global independent aftermarket for vehicle air conditioning and engine cooling parts. The joint venture combines MAHLE Behr Service's activities on the independent aftermarket and the air-conditioning business of Hella's aftermarket activities. MAHLE Behr and HELLA each have a 50 percent share in the joint venture. The combination of HELLA's global sales organization with MAHLE Behr's product expertise and the linking of activities in the field of vehicle air-conditioning and engine cooling for the parts business have brought about the logical further development of the previous cooperation between MAHLE Behr and HELLA in the field of climate control and front-end modules.

PRESS RELEASE



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