

# BURR KING ANNOUNCES INTERACTIVE CATALOG AND PDF SPEC SHEETS



July 21, 2022

Burr King has been diligently working to bring a first in the industry feature to your fingertips. This new feature allows you to use a digital device of your choice to view, navigate and interact with our catalog.

The new interactive catalog features QR codes and many hidden interactive links help you navigate to more information found on the Burr King website.

The QR codes provide a bridge between printed media and the Burr King website. This hybrid approach allows you to start with a printed catalog, scan a QR code and be redirected to the Burr King website for more information.

A prime example would be our Model 760 normally located on page three of our catalog features one entire page of information with one photo. The photo is of our variable speed 760, stock code 72110. If you scan the QR code in the printed catalog it directs you to the 760 category on our website. The category page features 11 photos. The page also features a two-page pdf spec sheet, which is also interactive. *Additional spec sheets can be found at <https://www.burrking.com/pdf-flyers> Not every flyer is interactive, but we are slowly working on getting more of them updated.*

From the category page of the Model 760 you will find 4 stock codes for the Model 760. Clicking one of the stock codes will drill you to that specific SKU where you will find photos of that specific SKU.

Here's a couple QR codes to get you started. Scan them if this is a printed copy, if you are viewing this on a digital device, give them a click.

760



e-catalog

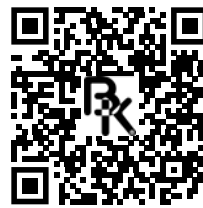
72110



e-catalog

Click or Scan the QR Codes for more information

Catalog



Interactive



Video

72110 shown



Even photos and art work can be links to more information

**Interactive PDFs**

This video is a quickstart for the new Interactive PDFs Burr King is implementing using an Apple Ipad™



Video



We are always trying hard to make our website and flyers contain the best available information. Part of that is making sure that you are viewing the latest and greatest. We encourage the use of digital media when available but understand that's not always the best for every application for this reason, we will continue to provide a print catalog, however it might be advantageous to visit our website at [www.burrking.com](http://www.burrking.com) if you need more information.

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