

NEWS RELEASE
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**NEW LOOK, NEW CONTENT, SAME ADDRESS:
ATQ'S IMPROVED WEBSITE WILL BE ONLINE AS OF SEPTEMBER 21**

Longueuil, September 16, 2015 – Agri-Traçabilité Québec (ATQ) is pleased to announce that an improved version of its website will be online **starting September 21**. The improvements made to the website allow ATQ to launch a portal with a fresh look as well as ergonomic and functional features that respond to the latest trends in terms of web design.

“The redesign of the ATQ website was initiated with the goal of improving visitors’ experience by offering better access to a multitude of information directories about the organization, its activities as well as the traceability sector,” highlights Lyne Ravary, the Director of Customer Service and Executive Assistant. The update will make it easier to find information, access documents and, in general, browse different pages on the website.

Aesthetically pleasing and functional improvements

In addition to the important visual improvements, the platform’s “reactive” design represents an important evolution related to its functional qualities. In fact, from now on this innovation will ensure that the organization’s website will be optimized when displaying pages on mobile devices such as tablets and smartphones.

New Web pages about the SimpliTRACE application

The website redesign is also an opportunity for ATQ to present a section about SimpliTRACE, the new traceability application that it has developed and will be launched in January 2016.

This section, accessible at www.atq.qc.ca/simplitrace, will be furnished with a variety of documentation intended for future users of the application. The implementation of this reference section aims to provide pertinent information about SimpliTRACE, such as the new data transmission rules that will be in effect starting in January.

ATQ would like to invite everyone to visit www.atq.qc.ca to discover its improved website and to learn more about SimpliTRACE!

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