



ISTA

Seed Quality Assurance



Bassersdorf, Switzerland
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Press Release

ISTA Website: Restructured Content and Branded

ISTA has started the year with a more visual and optimised content website structure. The website is not just more visually appealing but most importantly, the content has been hierarchized and organized in a way to provide a friendlier user experience.

We understand that a website's first impression is its overall layout, but ISTA users visit the website because of the useful information available. Therefore, the association aims to provide an upgraded platform, where people could find information and complete tasks quicker, easier and in a more effective way. A good site structure, with logical and easy navigation attains good user experience, which leads to building trust among our users.

Furthermore, the restructured website has been branded with ISTA corporate colours orange and green, orange being the main colour. ISTA Orange certificates are well-known throughout the seed testing industry, which are issued when both sampling from the lot and testing of the sample are carried out under the responsibility of an ISTA accredited Laboratory. With most of our members being laboratories, we wanted to preserve its distinctiveness. A further purpose was to embrace the green colour which associates with nature, growth, life and safety, which relates to seed testing and the message ISTA wants to send the community.

Additionally, it has incorporated the ISTA slogan "Seed Quality Assurance" which defines ISTA objective in three simple words.

If you still haven't reviewed ISTA website www.seedtest.org, we invite you to visit it now and enjoy the new user experience.

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ABOUT ISTA

Founded in 1924, with the aim to develop and publish internationally agreed rules for seed sampling and testing, accredits laboratories, promotes research, provides international seed analysis certificates and training, and also disseminates knowledge in seed science and technology. ISTA members are over 85 countries/distinct economies worldwide and they work together to achieve their vision of 'Uniformity in seed quality evaluation worldwide'. This facilitates seed trading nationally and internationally, and also contributes to food security.

