

THE **BarCode**TM NEWS

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Using RFID
for Customer Service

UPC DATA
costs HOW much?!

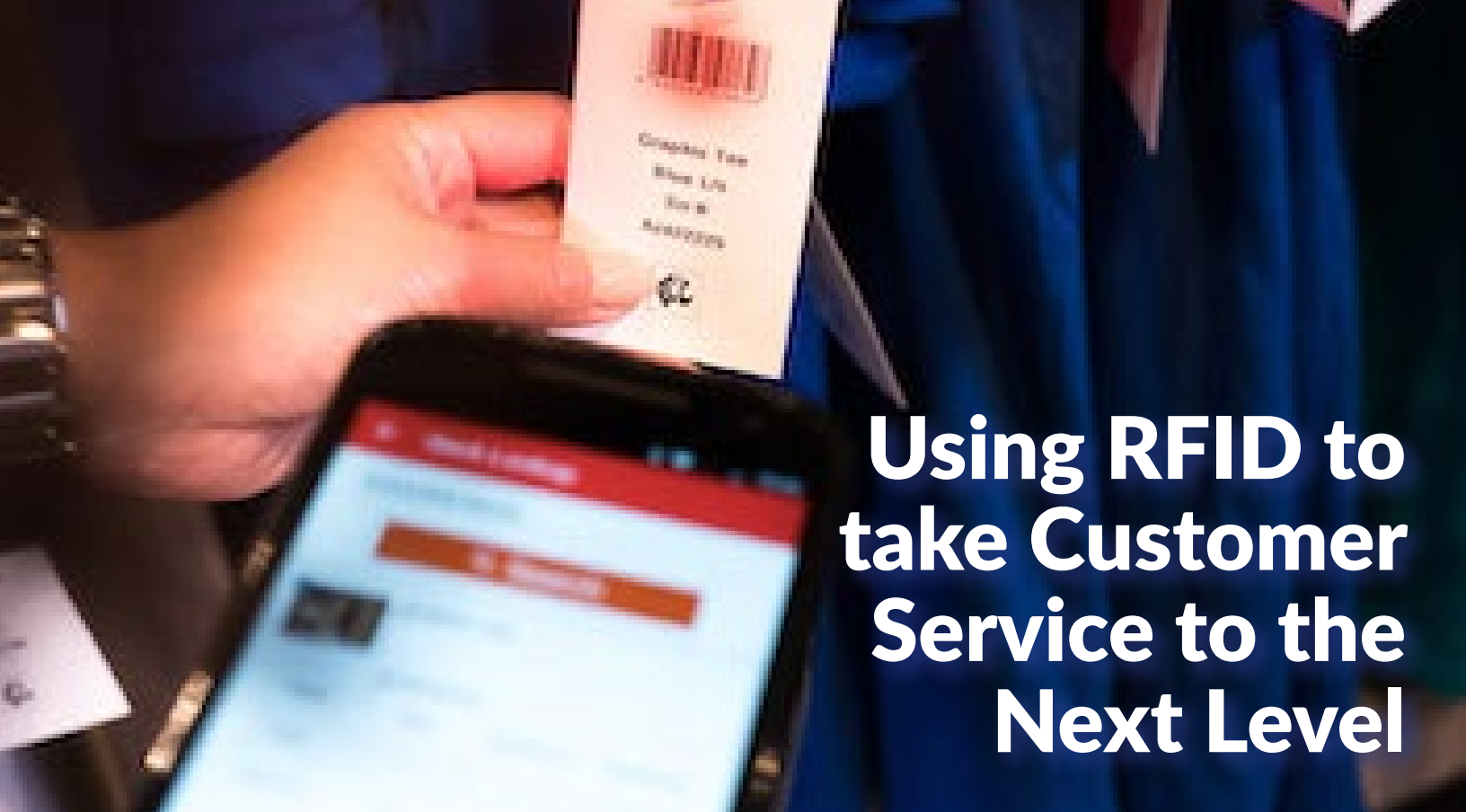
LABELING+PACKAGING
artwork

INDUSTRIAL VENDING

BARCODED NEURONS
brain mapping

HOW TECHNOLOGY
can help retailers

...and more!



Using RFID to take Customer Service to the Next Level

by [SML RFID](#)

A leading global retailer in the UK serves 80 million shopping trips per week. A pioneer in leveraging technology to improve the customer experience, the brand has deployed RFID in hundreds of stores for accurate inventory management of one of the largest and most thorough retail RFID deployments in the world. Now the company is looking at new ways to use RFID to continue serving customers a little better every day. Their team of more than 480,000 employees worldwide strives to serve shoppers a little better every day.

Blending this customer service heritage with a track record of innovation, this retailer has been at the forefront of revolutionizing the customer experience with the help of technology. As a fashion brand, this meant the deployment of RFID technology to improve inventory management and enable more efficient and responsive shopper engagement models.

Cutting-Edge Fashion Retailing Needs Fast and Accurate Inventory Management

With a rapidly growing apparel and footwear business, this fashion brand needed a more effective way to manage inventory in order to enhance customer service, particularly in light of changing trends in customer shopping expectations.

Previously, the retailer used only bar codes and manual counters to monitor stock; however, they were lacking real-time visibility into inventory, resulting in out-of-stocks. With the success that these stores have experienced, the

brand is growing rapidly. Innovation enabled by RFID helps sales staff to better serve customers and increase productivity, resulting in a more successful operation and improved overall customer experience.

According to the Head of Technology for the company, “Innovating for customers is in our DNA. We understand that a key to delivering a great customer experience is to have more of the right products available on the shop floor to delight our customers.” The brand is now implementing new inventory management solution.

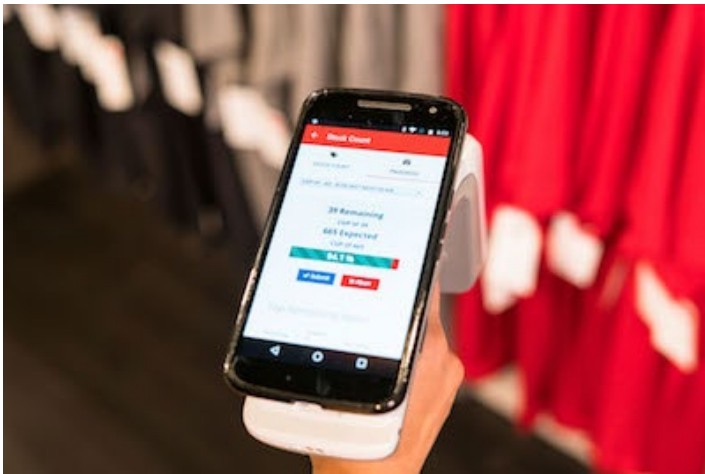
RFID Deployment

“RFID was first piloted in three stores to ensure the technology would meet our requirements, measuring RFID read performance and improvements in inventory accuracy,” said the Head of Technology. “Shortly afterward, we selected SML for the RFID tags and software and hardware that would best suit our application and rolled out the full solution to a small set of stores to fine-tune the processes.”

SML provides over 100 million RFID tags annually that are encoded in a number of our global service bureaus for this UK brand. The two companies partnered to develop custom interfaces between the enterprise systems and the SML Clarity™ 3.X software, resulting in state-of-the-art performance and scalability in an RFID solution. The complete RFID solution, which includes RFID handheld terminals and fixed RFID readers at transitions and receiving, has since been deployed to over 500 UK stores since 2015, helping to effectively manage more than 95 percent of the fashion brand’s items.

RFID Changing Customer Service

Beyond the RFID benefits of inventory management, the retailer is able to change the way they serve customers, providing shoppers with real-time information and greater product availability – in the styles, sizes and colors they want. RFID has reduced out-of-stocks by an average of 75 percent when implemented in stores.



In addition to enabling a more positive customer experience in-store, RFID helps improve customer service and engagement models with real-time stock information about when products will be delivered to the store, as well as what products are currently available in the distribution warehouse or in near-by stores for pick-up.

“We wanted the ability to run quick and accurate RFID stock counts, allowing individual stores to replenish shelves on a daily basis to offer customers a greater product selection while reducing unneeded inventory,” said the Head of Technology. “Increased inventory visibility also helps us improve our ‘Click & Collect’ customer engagement model operations for a better overall customer experience.” It’s also increasing profitability.

According to a recent investor report, RFID deployment has helped 54 stores in the UK get back in profit. In addition, back room stock has been reduced by 19 percent and stock availability has risen from 93 percent to 96 percent in the last two years, which is a major factor to increasing profitability. SML’s RFID technology has no doubt contributed to this increase in inventory control.

About SML RFID

As the leading full-service RFID solution provider, SML is a trusted partner to the world’s largest retailers and top fashion brands, delivering proven results and rapid ROI. SML offers a broad spectrum of certified RFID-enabled

tags and the enterprise-class Clarity™ RFID software application suite providing best-in-class item-level RFID inventory management in-store and throughout the supply chain.

SML has successfully deployed RFID tags and software solutions to some of the world’s most prominent retailers, including Decathlon, Herman Kay, Marks & Spencer, Lids, Mydler, Tesco and many others. SML has delivered over one billion encoded RFID tags to retailers in 2016 and over five billion retail RFID transactions were successfully conducted on Clarity™ in 2016 creating millions of dollars in enterprise benefit for our customers. Whether a retailer or brand owner needs millions of high quality encoded RFID tags delivered to factories around the world, or they need a full RFID software solution to drive significant business transformation, or both, SML is the Technology Behind this New Era in Retailing. •

Catch up on issues you missed!
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UPC Data is HOW MUCH?

(What you need to know, but were afraid to ask)

Editor's note: this article comes to us from Gregg London, a consultant in the field of bar codes, UPC data and compliance for over 25 years. He addresses the challenges associated with finding accurate Universal Product Code data.

Background:

The demand for accurate product information has skyrocketed. The evolution of new technologies, increasing governmental regulation of Foods and Beverages, and the growing sophistication of Consumers have placed an untenable burden on manufacturers and retailers.

Possible solutions:

User Supported (Users do the Data Entry) and/or Web Harvesting Sites.

- Pros: Low Cost - FREE to \$500
- Cons: Accuracy, Poison Codes, etc.

Product Look-Up Web Services (API's, SaaS, etc.).

- Pros: Reasonable Cost - \$99 to \$799 Monthly
- Cons: Data is provided one record at a time, and cannot be "stored"

Sponsored Data Libraries - Manufacturer's send Products to these Firms, and pay to have their Products included in the Database.

- Pros: Somewhat reasonable Cost - FREE to \$2,500 Annually to \$25,000 Annually
- Cons - what if a Manufacturer doesn't participate

Complete Product Information Management Providers

- Pros: Record Count, Depth of Data (Fields), Accuracy
- Cons: Costs range from \$25,000 to \$125,000 Annually

The key question most frequently asked by companies seeking useful data:

Can't I get Item Information from GS1?

No...Company information (Company Name, Address, etc.) is available from GS1, but Product Information (the SKU, corresponding U.P.C., and Product Attributes) is not.

Why not?

Because the U.P.C. System is VOLUNTARY. There is NO requirement for a Product to have a U.P.C. (think Mail Order, Internet, Road Side Stands, etc.). The Supply Chain (Retailers, Distributors, Importers, etc.) requires Manufacturers to have a U.P.C. Put simply, Firms that provide U.P.C. Data are "elective". And as such, can License Data for whatever they deem "appropriate".

Back to the subject:

So then, WHY is U.P.C. Data - from Sponsored Data Libraries and Complete Product Information Management Providers so EXPENSIVE?

First and foremost - the Cost to acquire Items and the Labor Cost to Enter the Data (and "check your work") is significant. Additionally, cost to re-acquire Items and/or regularly obtain updated Product Information for Packaged Food and Beverages.

Can I do it myself?

Sure, if you happen to have mid-seven figures in your Bank Account (the Top Two Sponsored Data Libraries have between 35,000 and 45,000 fully attributed Food and Spirits Items...the Top Two Product Information Management Providers have between 200,000 and 350,000 Food and Spirits Items).

For Reference: Food - Average Price of \$6 per Item, Beer - Average Price of \$15 per Item, Wine - Average Price of \$15 per Item, and Liquor - Average Price of \$35 per Item. And this does NOT include Time and Labor Cost for Data Entry.

Yes, you could obtain the Data through “questionable” means (Honey Pots, Data Scraping, etc.), but, what about accuracy, and how do you obtain Data for Items that are NOT on the Internet?

Bottom Line - ACCURATE Data is the domain of established Data Providers.

And established Data Providers spend untold tens of thousands to hundreds of thousands of Dollars annually to maintain an ever increasing Record Count, and insure accuracy.

So, before you say HOW MUCH, think about what it costs for Firms to maintain Data, and think about the fact that the Top Two or Three Data Providers have been doing so for more than fifteen years.

And remember, while the Data may SEEM expensive, the question should never be about a License Fee possibly exceeding an Employee’s Salary, but rather, what is the Value and Perception of my Application, and what will Valid Data do for my “bottom line”.

Looked at Licensing Data this way, Data is not expensive, but rather, and “investment”. •

Commercial Drone Uses QR Codes for Automated Delivery

Source: [Motherboard](#) - the world’s fastest commercial drone has been delivering blood supplies in Africa by parachute, and then returning to its home base.



According to the article:
“The staffer then scans a QR code on the order corresponding to the medical clinic’s location and the drone is able to determine the best route to its destination. The drones then autonomously pilot themselves to the recipients before dropping the blood attached to a parachute.” The planes have logged almost 200,000 miles of operation in the last two years. It’s very impressive and a great way to get supplies to rural areas.

[Click here to see the full article.](#)

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CREATE BARCODE



[Create a sheet of bar code labels with the Maestro Label Designer Software](#)

[Create a QR code for business cards and more](#)

LABELING AND PACKAGING ARTWORK: A Convergence Is On The Rise



By Josh Roffman, [Loftware](#) Vice President Product Management

If you haven't heard yet - forward-thinking enterprises and industry analysts agree: Enterprise Labeling and Artwork Management are converging. But why you may ask, and how can this help business?

Well the answer is simple - It just makes sense. Companies have struggled for many years now to manage the growing complexities of their supply chains and go-to-market packaging content. Labeling has become more complicated as data requirements continue to expand, and artwork management has been challenged to meet an increasing number of demands on a global basis. Additionally, labeling and artwork management both face challenges around content review and approval as organizations look to streamline the process. However, significant efficiencies and cost savings can be found when adopting a single, unified approach to deal with customer, product, regulatory and regional complexities that impact both labeling and artwork management - whether it is on traditional packaging, online or in the supply chain.

Industry analysts are defining a singular labeling and artwork management platform where both enterprise labeling and traditional artwork management are core pillars. That is because there is a growing realization that by deploying these solutions together, companies can better address regulatory

mandates, guarantee accuracy and consistency, mitigate risk, reduce complexity, ensure traceability, increase agility and optimize costs. This is increasingly important as modern enterprises need to move products faster, comply with regulatory standards, and ensure greater accuracy and consistency in their efforts to expand globally. At the same time, these businesses feel added pressure to meet changing customer requirements while ensuring visibility, traceability and auditability.

Opportunity for New Efficiencies

As enterprise labeling and artwork management gain significant market momentum, companies are looking for solutions that address all of their challenges. Unfortunately, existing solutions have traditionally been siloed, or not well integrated. This approach creates inefficiencies and redundancies across teams managing labeling and artwork content. When managing separate solutions, labels or artwork used in packaging and the supply chain can be delayed, inaccurate and risk hefty regulatory fines. Maintaining these different systems is costly and inefficient, and can limit growth.

In addition, collaboration between internal and external stakeholders can be difficult as companies struggle to provide easy access to labeling and artwork management across the organization, as well as with outside business partners. This coincides with the desire of organizations to upgrade from distinct desktop applications to enterprise-class solutions that offer flexible, scalable, standardized platforms for global growth. This is why companies are now looking for partners and solutions that offer cloud and on-premise deployment models capable of addressing the full range of customer needs with an end-to-end solution across both labeling and artwork management.

Addressing a Broader Set of Challenges

This new combined approach redefines how enterprises—large and small—create, manage and print complex labeling and packaging artwork with the flexibility to choose from a full range of capabilities, depending on their specific needs. This new method addresses a broader set of challenges through one comprehensive, end-to-end, cloud-based digital platform. It allows internal and external teams to have a more collaborative, unified way of creating, reviewing, approving, and printing labels and artwork.

[Continue article on Barcode.com](#)



Destination Specific Regulated Labels: POWERED BY BARCODES

Destination labeling is the process by which appropriate labels that contain necessary content are printed after the manufacturing and packaging steps, often during customer order fulfillment. Until recently, destination or deferred printing was a luxury. The destination labeling approach was largely the domain of larger companies that had the resources to implement the systems needed to make the process practical. But now with markedly increased regulatory and trade requirements around the world, destination labeling is becoming a mainstay. The good news is that developments in technology make destination labeling easier to implement. The FDA's UDI (Unique Device Identification) barcode, and the powerful information it unlocks within enterprise systems, will be a key factor in implementing a robust and intelligent destination labeling system.

Destination Labeling is also known by a host of other names including, Labeling Localization, Just-In-Time Labeling, Print-on-Demand, and Country or Regionally Specific Labeling. Regardless of the name that is used, it is a response to label real estate shrinking while space requirements for language translations, regulatory and economic content, and symbologies on the label is expanding. This makes it very difficult to fit all the content within the limited space available on the majority of product packages.

The recently minted and demanding regulatory requirements of the European Union known as MDR (Medical Device Regulation) and IVDR (In Vitro Device Regulation), essentially force destination labeling capabilities. But what is destination labeling all about at its very essence? In short, it is the production of regionally specific labels to meet localized regulatory requirements. There are many regulatory challenges for shipping life sciences (medical) products that destination labeling can solve. They include a need to:

- Fit close to two dozen language translations for multiple lines of text on smaller boxes
- Print specific registration numbers when a product is sold in China or Russia
- Print local contact information for importers and other economic operators

- Handle a growing list of diverging local regulations and commercial requirements
- Provide small durable implant cards in the language of the recipient
- Print the MSRP (Manufacturer's Suggested Retail Price) in Rupees, and other information locally when a product is sold in India

As you can see by this list, country or regionally specific requirements are the main driver for destination labeling. Some countries even require that product be shipped to bonded warehouses in-country, and these products must be labeled before passing customs. As countries, regions, and regulatory bodies continue to improve patient safety and increase organized control over the distribution of medical products, localized labeling becomes more important.

Products are shipping to places in the world that require content in the local language. Some life sciences companies have product labels that are as long as 17" or more. They do this to fit in multiple lines of text containing dozens of languages. Not every product has packaging that will support this.

How is destination labeling accomplished?

The objective is to perform labeling operations only once for as many products as possible. Only the exceptions should be touched a second or more times. Assuming that one SKU is used to identify a product in all international markets, it has been reported that about 85% of products can reach final destination utilizing a CLAD (Core Languages All Destinations) universal label. This label is applied at the production facility. The manufacturer chooses a set of languages for destinations that it commonly ships most of its products to and includes these languages on the CLAD label; often these are- English, French, Italian, German, and Spanish.

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Industrial Vending Celebrates 25th Year With Promising Industry Outlook

United States Patent [19]
Savage

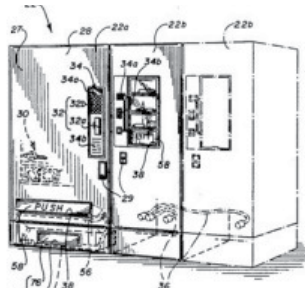


US005205436A

Patent Number: 5,205,436

Date of Patent: Apr. 27, 1993

Inventor: Kent V. Savage, Morrow, Ohio



After a quarter century of development, industrial vending is a well-established best practice across the globe. And while the industry's past and present show its significant growth, ongoing technological innovations also point to significant, future growth potential. The origin of self-serve, automation technology and its surrounding industry can be traced to a single patent issued 25 years ago on April 27, 1993. United States patent number 5,205,436 was granted to Kent Savage for his "Machine Tool Dispensing Device and System." Savage is founder and CEO of Apex Supply Chain Technologies®.

25 Years of Industry Innovation

The technology was created to automatically dispense cutting tools and other items at a Ford Motor Company manufacturing plant. This pre-Internet solution included a dispensing device hardwired to a controller physically located on site. A DOS-based computer controlled device access, it operated the system's controls and it processed data to track inventory levels and to help ensure items would be refilled in a timely manner.

The industrial vending industry quickly took shape, with several competitors either incorporating or deploying their first installations of industrial vending technology within five years of Savage's patent. Companies including Apex have built on this technology, expanding beyond devices that dispense cutting tools to include PPE, consumables and a wide variety of other items. As a result, the software and hardware that includes industrial vending is known today by the broader term, "self-serve automation."

Powered by the Internet of Things (IoT) and cloud-based data platforms, self-serve automation reduces operational costs and increases employee productivity for tens of thousands of companies ranging from small, independent businesses to the ranks of global manufacturing giant and forward-thinking distribution organizations.

Industry Expands into New Applications & Industries

Today, there are nearly 250,000 self-serve, automated devices deployed globally. And the worldwide forecast for industrial vending has been predicted to be more than 1.7 million devices.

Self-serve automation is used in a variety of applications, improving everything from inventory replenishment to the management of enterprise mobile devices and other valuable equipment. Self-serve, automated technology is also being embraced by the retail, restaurant and foodservice industries in consumer-facing applications. Consumer acceptance of self-serve technology has been increasing for years with bank ATMs, self-check-in at airports and self-check-out at grocery stores. In fact, considering the proliferation of mobile technology, this consumer acceptance has evolved into an expectation. "Eliminating the need for a physical handoff with employees gives every consumer the ultimate in convenience – giving them what they want, when and where they want it," says Savage.

Future Growth Potential is Consumer-Driven Savage sees parallels in the long-term growth of self-serve automation technology and the evolution of the PC. "With billions of PCs sold, it's a ubiquitous consumer technology," says Savage. "But initial demand for the PC was vastly underestimated. Similarly, self-serve automation's ongoing evolution makes the technology easier to use, to implement and to afford. We'll see tens of millions of devices deployed in the next decade or two, fueled by innovations across industries and applications."

By automating in-store retail tasks like buying online, picking up in store (click and collect) and returns, as well as restaurant tasks like order pick-up, consumers save time by quickly and easily skipping the lines and frustration associated with these tasks. And research shows retailers and restaurants see increased sales and productivity by increasing their offline convenience factor.

“Reducing the friction in the consumer’s busy, time-starved life is critical,” says Savage. “The urgency created by their increasing expectations and the rapid pace of change inspires our ongoing research and development. Apex is already looking at how the data we collect for our customers can help us anticipate customer need and shape our offerings.”

Apex Supply Chain Technologies is the world’s leading provider of self-serve automation for use in a variety of industries and applications. Their devices track billions of secure transactions to help customers worldwide benefit from our solutions. With world headquarters in Mason, Ohio, Apex has offices in Australia, Germany, Poland, the UK and Latin America. To learn more about Apex, visit them online at their [website](#). •

Crime And Cruelty In The Supply Chain Industry

(#mybrokensupplychain)

by Craig L. Aberle, Owner, Barcode.com

It’s not an exaggeration to say that crimes are being committed every day in the supply chain. Some crimes however are more appalling than others.

Video footage has emerged showing horrendous and unsanitary conditions for livestock being shipped overseas from Australia to the Middle East. Taken on a cellphone by a crew member, the clip shows animals tightly penned in, and standing in excrement for weeks on end, among other, even more disgusting conditions. [Click here](#) to see the full video.

The sheep, thousands of them, are shipped regularly. It’s a \$250 million dollar annual business for Australia. The conditions do not comply with regulations, and despite the presence of a veterinarian on board, the animals sometimes suffer badly. Dying animals are supposed to be euthanized, and dead animals are thrown overboard.

I found these videos disturbing. The cruelty of being forced to stand, crowded, overheated, and without sufficient access to water for weeks on end, or to lay and even die in one’s own excrement is not what we

think of when we shop for meat at the market. “On one voyage, more than 800 sheep died in a day from heat stress.” “That’s one every two minutes”. “The vet couldn’t keep up.”



Would consumers knowingly want to buy the meat of these animals? I would not and I doubt many would be enthusiastic about such food. The American public is increasingly concerned about animal rights and animal abuse. This poll, conducted in a Republican leaning district in SW Florida in Nov 2017, indicates an overwhelming support for animal protection.

The shipping industry is part of the food supply chain - a core business for many readers of this publication. What obligations do members of the supply chain industry have to consumers and to animals. They’re not just commodities, but living beings. Does the supply chain industry have a duty to expose and report these types of conditions? What do you think? Beyond the RFID labels and barcode tags and scanners that this industry runs on, don’t we have an obligation to report this type of activity? If we don’t, what does that say about us?

Now, I’m sure that many corporations have a non-disclosure clause built into their contracts preventing disclosures of this type. How do we deal with that? Doing nothing is not an acceptable option for many people. Do we secretly record with our cellphones and upload the video to a dropbox at 60 Minutes, or the NY Times? Maybe attach or embed a hidden camera that takes a picture every few minutes, to track what goes on? What do you do when you realize that you’re part of an operation like this? Are you complicit? Do you just hope and pray you don’t get exposed?

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RFID Tags Designed For Rough Wood Surfaces Can Be Applied Like Staples

Part of my job running The Bar Code News(tm) involves going to trade shows to learn about, and sometimes play with, cool technology. As a tech geek, playing with technology is how I get my kicks. Last month, at RFIDLive! in Orlando, I was meandering along the aisles, trying not to do any work at all, and saw a device that was, seemingly, incongruous with the rows and rows of RFID tags, readers, antennas and other apparatus. My gut response was first, what the heck?, and then, secondarily, I have to try that! Luckily, the booth staff was kind enough to humor me and powered up their air compressor and away we went.

The device is a pneumatic tool that lets users quickly implant an RFID tag in a log, or bundle of lumber or any similar material. The inventors, Dr. Rajkiran Tiwari and Dr. Pamela S Tucker, were there to demonstrate and explain the SUND OG® RFID tag, a new UHF RFID tag that is designed specifically for rough wood surfaces.

Utility Composites, Inc. is known for their expertise and high quality in composite fasteners. They have been manufacturing and marketing non-metal fasteners that are used in several markets including timber and lumber. The timber industry has been poised to adopt UHF RFID technology for inventory management, but the use of standard RFID tags attached to logs traveling down the highway in extreme weather conditions was not feasible. Before SUND OG®, RFID tags were expensive and time consuming to screw into the wood or the tags were too fragile to withstand the demanding conditions of the timber industry.

The SUND OG® RFID tag is in the form of a staple which is collated into a strip of staple tags each containing a UHF RFID chip and antenna. They are collated in a strip for loading into a magazine of a manual or pneumatic stapler. Once loaded, installation of SUND OG® tags into the wood surface is fast and easy, just like using a normal industrial stapler. SUND OG® RFID tags are rugged enough to withstand extreme variations in climate as well as kiln drying and vat cooking operations typical in timber and veneer processing with no negative effect on the readability of the tag. Readability and range are maintained upon completion of these harsh processes.

SUND OG® RFID tags have excellent read range and read angle. The antenna sticks out away from the surface which reduces reading problems with high moisture content of freshly harvested logs and provides a higher read angle. For handheld readings in the x, y and z direction, the range varies from 8 - 11.3 meters using a circular polarized interrogator antenna and from 6 - 8.3 meters using a linear polarized interrogator antenna.

Currently, Utility Composites is sending sample quantities of tags for testing in applications for log tracking, lumber load tracking, utility pole tracking, and railroad tie tracking for inventory management. They expect to be in full production of the SUND OG® RFID tags early in 3rd quarter 2018. For questions or inquiries, please contact info@sundog-rfid.com or call 512-846-4027 or visit their website. •

HOW 2D IMAGE READING SOLUTIONS Can Improve the Customer Experience



By Rob Hussey, [Honeywell](#)

Two-dimensional image reading technologies are often the basis for providing customers with a more personalized and valued experience.

As companies strive to connect with their customers on a more personal level, they are making technology investments to provide services and transactions that are tailored to the individual. Self-service kiosks and interactive digital signage solutions are being deployed at an increasing rate, giving consumers a personalized experience even when a company employee is not available to assist.

Manufacturers of kiosks are pressed to add more capabilities, customize their offerings, and deliver kiosk products more quickly to their customers. Fortunately, the latest two-dimensional (2D) imaging modules are built with kiosk designers' needs in mind: equipment is more modular, is easier to integrate and can capture the identity of a user with higher accuracy. For instance, customers can "opt in" to be identified when they present their driver's license or ID card.

Two-Dimensional Image Reading Technology

2D image readers are ubiquitous in access control applications where it is essential to identifying the people who want to gain admittance. Those who travel on a commercial aircraft

have probably seen this technology as passengers present their boarding pass at the airport for security purposes. The boarding pass equipment scans the 2D barcode on the traveler's boarding pass and then relays the pertinent passenger information to the airport personnel, making the boarding process easier.

No other machine-readable technology has the accuracy of 2D barcodes, which has powerful mathematical codes built in to detect and correct reading errors. The accuracy of 2D technology is so reliable that the technology is used to detect and correct errors in communication with satellites in deep space. In fact, the probability of a decode error is roughly 1 in 100 million.

For applications like loyalty program sign-up, this means the elimination of paper forms and associated transcription errors. Kiosks can make a personal connection simply by adding a modern 2D image reader that can scan 2D barcodes and OCR on customer driver's licenses, passports, and other ID cards.

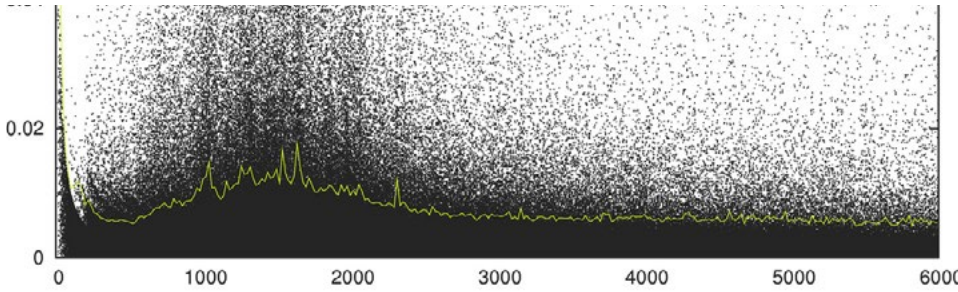
Enriching the Customer's Experience

Kiosks and digital signage solutions are often being deployed in stores to provide rich information about products. Instead of simply displaying the price of a product, the kiosk could also provide additional information, such as show a promotional video about the product to pique the customer's interest and hopefully encourage a purchase.

Mobile coupons have been used for decades to entice shoppers with incentives, but only recently have they been able to pinpoint individual shoppers. Mobile coupons that are delivered to a person's smartphone and tailored to their individual preferences are typically more likely to be seen and acted upon. In many cases, these coupons are used as a link between the digital world and the physical store. To create the link, many retailers are installing 2D image readers in their stores.

By incorporating a 2D image reader, the kiosk can scan a mobile coupon that is displayed on the customer's phone, instantly identifying the customer and the personalized offer.

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France Automatic Data Capture Market 2016-2018 & 2025: Expected To Reach \$961 Million

The “Automatic Data Capture Market to 2025 - France and Global Analysis and Forecasts by Technology, Components, and End-Users” report has been added to ResearchAndMarkets.com’s offering. France’s market is expected to grow US\$ 961.1 Million by 2025 from US\$ 576.6 million in 2016

Currently, the vendors operating in the automated data capture industry face immense competition in both scanner hardware as well as barcode printer

market. This has resulted in vendors to adopt non-traditional approaches for maintaining and increasing their market share along with generating higher share value.

Recently, emerging and existing market players have introduced several initiatives regarding distribution channel...

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Zebra Recognized Most Influential International Brand For Leadership In RFID Solutions

Zebra Technologies Corporation (NASDAQ: ZBRA), the market leader in rugged mobile computers, barcode scanners and barcode printers enhanced with software and services to enable real-time enterprise visibility, announced recently that it has received the Internet of Things (IoT) Star Award at the China IoT Congress 2018 held in Suzhou.

Zebra was recognized as the Most Influential International Brand at the annual awards for its leadership in delivering innovative RFID solutions. This marks the third consecutive year that Zebra has won the award.

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Digimarc Announces Support For SmartLabel

Digimarc Corp (NASDAQ:DMRC) announced support of SmartLabel® and the availability of Digimarc Barcode scanning capabilities within the SmartLabel app. Announced at TransparencyIQ in Chicago, which brings together the foremost leaders driving product transparency forward, Digimarc is offering brands and retailers a more reliable, efficient and flexible method for delivering SmartLabel to consumers.

The SmartLabel program was developed by the Grocery Manufacturers Association (GMA) and the Food Marketing Institute, collectively called the Trading Partner Alliance (TPA), to give consumers a way to digitally access more detailed product information than could fit on a package...

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Asset Tracking And Inventory Mgmt Solutions Market To Be Worth US\$ 30.59 Bn By 2026 - TMR

According to a new market report pertaining to the asset tracking and inventory management solutions market, published by Transparency Market Research, the global asset tracking and inventory management solutions market is expected to reach US\$ 30.59 Bn by 2026, expanding at a CAGR of 12.9% from 2018 to 2026. According to the report study, the global market is expected to be influenced by a wide range of macroeconomic and industry-specific factors.

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OtterBox, Mobelisk Partner To Add Sensors, Barcode Scanning

OtterBox, No. 1 most-trusted brand in cell phone case protection, and Mobelisk, a pioneer in modular and IoT-enabled Smartcases, today announced the formation of a strategic relationship to bring sophisticated mobile enterprise workflow solutions to the Enterprise Mobility Market – all within the elegance and simplicity of the OtterBox uniVERSE Case System. The two companies are launching and jointly re-selling Mobelisk's MaxWorkFlow™ modules – innovative accessories that

transform a range of iOS and Android devices into sophisticated, enterprise workflow solutions. MaxWorkFlow™ modules work are Built for the OtterBox uniVERSE Case System to provide complete workflow transformation solutions that span across a range of mobile form factors – from smartphones to tablets.

[Continue Article](#)

Tryon Solutions Launches WMS Fixed-Fee Performance Testing

Tryon Solutions, Inc., a global provider of supply chain software and implementation services, today announced a new service offering to provide full-scale performance testing of JDA® Warehouse Management.

WMS Fixed-Fee Performance Testing offers a new approach to conducting accurate, repeatable volume tests against warehouse management systems. As part of the project, Tryon Solutions consultants write and execute three tests against the customer's warehouse management system: one test to establish baseline performance; one to measure performance at the anticipated increased load; and a final test to measure system performance while operating at 150 percent of the antic-

ipated increased load. The full performance test project can be conducted in only two weeks—significantly less time than competitors' offerings.

“Load testing supply chain applications is a challenge for any warehouse manager,” said Marc van Welsen, CEO at Tryon Solutions. “WMS Fixed-Fee Performance Testing breaks down the barriers that keep customers from regularly testing their systems and enables them to schedule and conduct future tests any time a modification or hotfix is accepted to minimize risk and ensure system stability.”

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ASAP Systems Announces The Integration Of RFID In BarCloud



ASAP Systems, the leader in inventory system and asset tracking solutions, adapts the RFID technology in its cloud-based asset tracking system, BarCloud. With ASAP Systems' new integration of RFID technology, companies can perform their detailed, accurate inventory of fixed assets in a 90 percent faster way than single-handedly scanning barcodes. Additionally, labor costs are reduced by 40 percent, and the accuracy increases up to 95 percent! “We developed our cloud application with a modular design that can quickly assess each customer's specific challenges and then easily create an affordable, custom solution for them.”

[Continue reading >>](#)

Neology RFID Patent Claim Invalidated

Kapsch TrafficCom is pleased to report that the United States Patent Trial and Appeal Board (PTAB) has concluded an inter partes review initiated by Kapsch TrafficCom (Kapsch) with resulting in a decision that the claims within a radio frequency identification (RFID) patent owned by Neology Inc. (Neology) are invalid and unpatentable.

The PTAB conclusion invalidating this patent further affirms the ongoing Kapsch advocacy of open protocol standards in the tolling industry to support nationwide toll interoperability.

[Continue reading >>](#)



IoT Inventory Management Enables Seamless Customer Experience

A NYC area IT consultant and MSP reviews the IoT inventory management technologies behind today's seamless, multi-channel retail customer experience in a new article from eMazzanti Technologies.

The informative article describes the forces driving the need for better inventory management and shows how radio frequency identification (RFID) asset tracking enables real-time inventory ca-

pabilities. The use of smart shelves and analytics to predict demand are also discussed.

"Technology is a key driver of retail profitability," stated Jennifer Mazzanti, CEO, eMazzanti Technologies. "Today's consumers expect nothing less than real-time product availability and location data."

[Continue Article](#)

2018 Women Of M2M Winners Usher In New Era Of Innovation

In this era of #MeToo, it's a great time to celebrate women who never hold back—and who fearlessly imagine, create, develop, discover, and lead.

The 2018 Connected World Women of M2M (WoM2M) or as we now refer IoT (Internet of Things) award winners epitomize women's strength, smarts, charisma, dedication, and staying power.

The annual list enters its sixth year, celebrating a group of IoT executives who are helping drive the industry forward. The women celebrated this year have

led companies worldwide to new IoT realms with their research, advocacy, and dedication to empowering young women.

"We are beginning to make strides toward helping young women become more interested in IoT—but we still have a ways to go," says Peggy Smedley, editorial director, Connected World.

[Continue Article](#)

Clovity Delivers Solutions For Key Supply Chain Solution Company



Clovity, the creator of CSensorNet and CDatainsights, who is leading the designing and building of intelligent solutions, announced that Savant Software, one of the leading enterprise Supply Chain and solutions company, has extended its relationship with Clovity's IoT and Cloud practice through delivery and support for all of Savant's Cloud and SaaS offerings worldwide.

Clovity is working alongside Savant's digital teams, combining devices, RFIDs, Asset Tags, Data, Cloud, Digital technologies and creativity to stay ahead of the customer experiences when it comes to the Supply Chain.

[Read more >>](#)

P&G's Strategy For Labeling Of Ingredients Is Digital (WSJ)

In an article recently run in the Wall Street Journal Kathy Fish, Chief Development Officer of P & G, discusses why the company is NOT putting everything on the label, but instead, on a website "Smartlabel.org."

Click below to see the full article (subscription required).

[Read more >>](#)

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NFC Forum Unveils NFC Innovation Award Finalists

The NFC Forum announced the nine finalists in the 2018 NFC Innovation Awards Program, selected by a distinguished panel of judges. The three winners selected from this group will be revealed during the NFC Forum's day-long NFC Innovation Day celebration scheduled for June 26 at the Barbican Centre in London, UK.

sentations and real-world case studies showing how NFC and IoT can be used together to deliver remarkable customer experiences.

The NFC Innovation Awards celebration will take place in the evening after the IoT Summit concludes.

NFC Innovation Day includes the VISIONFC Simplifying IoT Summit from 12:30 - 18:00 with interactive pre-

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Five ScanSource Leaders Recognized As 2018 CRN Women Of The Channel

ScanSource, Inc. (NASDAQ: SCSC), a leading global provider of technology products and solutions, announced today that CRN® has named five members of ScanSource's leadership team to its prestigious 2018 Women of the Channel list. The honorees include:

- Casey Huffling, Sales Leader, ScanSource POS and Barcode, North America
- Brenda McCurry, Vice President of Merchandising, ScanSource POS and Barcode, North America
- Cybil Nielsen, Senior Director of Finance and Commissions, Intelisys, a ScanSource Company
- Karla Roarty, Director of Partner Sales, Intelisys, a ScanSource Company
- Rhonda Trainor, Director of Merchandising, ScanSource Communications

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GS1 US Appoints Healthcare And Digital Retail Leaders To Board Of Governors

GS1 US® has appointed the following executives to its Board of Governors: Dawn Block, senior vice president, digital at Target; Nick Loporcaro, president of McKesson U.S. Pharmaceutical and Specialty Health; Sunita Mani, general manager at Google Store; and Meredith G. Stevens, vice president, strategy and deployment, Johnson & Johnson Supply Chain.

All executives will help guide the GS1 US strategy to drive adoption and use of GS1 Standards across multiple industries to support innovation, improved supply chain efficiencies, e-commerce operations, regulatory requirements,

and the demands of today's empowered consumer, including more accurate and complete product information.

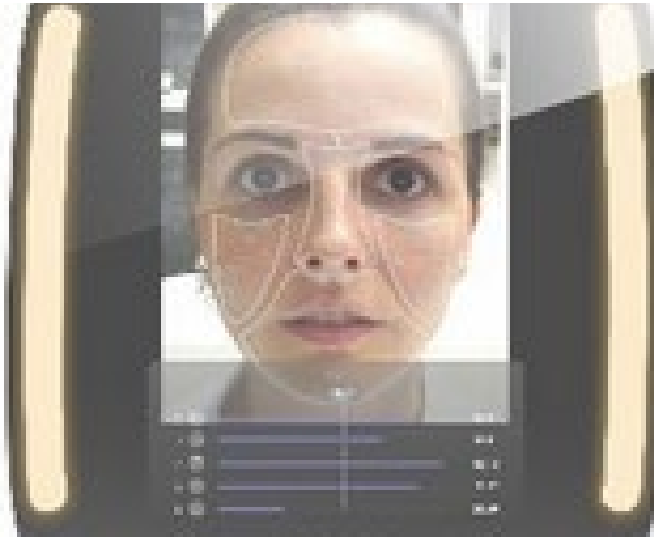
"Businesses today need to be able to act with agility and speed to keep pace with consumers," said Bob Carpenter, president and CEO of GS1 US. "These leaders recognize the value of GS1 Standards to establish unique identification of products and associated metadata, plus interoperability across a growing ecosystem of technologies and partners. I look forward to their collaboration as we continue to shape the future of business." [Continue reading >>](#)

1WorldSync Enhances End-To-End Product Content Capabilities For Brands And Retailers

1WorldSync, the leading provider of product content solutions, has launched new enhancements to drive cross-channel sales with a single source for trusted product content. Customers now have the ability to leverage a single solution for product content for managing supply chain, eCommerce and regulatory requirements.

The single solution improves not only speed to market, data quality, and fulfillment, but it can also facilitate more sales.

[Continue reading >>](#)



Beauty Mirror Uses Barcodes - Innovation From HiMirror

Leading beauty tech brand, HiMirror, is excited to announce the official launch of its latest model, the HiMirror Mini. This new cutting-edge technology will be introduced at BeautyCon in Los Angeles, taking place on July 14th and 15th at the Los Angeles Convention Center in Los Angeles, CA.

ysis based on the evolution of the skin, weather conditions, and more. It assesses wrinkles, fine lines, complexion, dark circles, dark spots, red spots, and pores, measuring and tracking progress and providing recommendations on how to improve the skin's condition.

Similar to its counterparts within the HiMirror product portfolio, the HiMirror Mini offers in-depth skincare anal-

[Continue Article](#)

AB&R® Becomes A GS1 US Solution Partner – AB&R® And GS1

AB&R® (American Barcode and RFID Inc.), a nationwide provider of proven supply chain solutions, has become a GS1 US Solution Partner to support the adoption, enablement, and implementation of GS1 Standards.

The GS1 Solution Partner Program is designed to help companies in several industries implement GS1 Standards in the supply chain through education, certification, marketing, and communi-

ty opportunities. This partnership with GS1 allows AB&R to reinforce their commitment to bringing innovative solutions and long-term value to their customers while ensuring a set of standards in the supply chain process.

For more than 40 years, GS1 has been focused on implementing global supply chain standards to help organizations identify, capture and share information smoothly. "Barcode and Electronic

Product Code (EPC) technologies play a key role in how we help our customers with asset tracking and inventory management," says Ray Torrez, Director of Lifecycle Services AB&R®. "We're excited to become a GS1 US Solution Partner to improve how companies store and transfer data by using the standards developed by GS1."

For complete details visit <http://www.abr.com>. •

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GS1 Ireland Launches Groundbreaking Operating Room Data Collection Study At Arizona Hospital

An international consortium of governments, not-for-profits and corporations (Matrix IT Medical Tracking Systems, Fingerprint, B.Braun, etc.) focused on improving medical device traceability kicked off a multi-country study at Wickenburg Community Hospital in Arizona. Unique Device Identification, (UDI) is a global initiative designed to provide information to reduce medical device related deaths and injuries.

Each implant must be identified with a unique code that provides important information such as product, lot, serial and expiration date. One of the key technologies being tested was the sterile field scanning hardware and software, TRACTUS by Matrix IT Medical Tracking Systems Inc.

Named "Blueberry Castle," the study will assess the current manual methods

of operating room implant documentation versus documenting via scanning technologies. As hospitals continue to digitize Medical Health Records, it is as important to convert manual recording methods to automated barcode scanning methods thus minimizing the chances for human error.

[Continue Article](#)

Automatic Identification And Data Capture Market Worth 72.00 Billion USD By 2023

According to the new market research report "Automatic Identification and Data Capture Market by Product (Barcodes, Magnetic Stripe Cards, Smart Cards, OCR Systems, RFID Products, and Biometric Systems), Offering (Hardware, Software, and Services), Vertical, and Geography - Global Forecast to 2023", published by MarketsandMarkets™, the market is expected to grow from USD 40.31 Billion in 2018 to USD 72.00 Billion by 2023, at a CAGR of

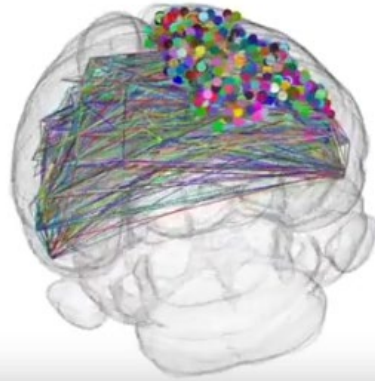
12.30% between 2018 and 2023. The growth of the automatic identification and data capture market is propelled by the growing e-commerce industry, increasing use of smartphones for QR code scanning and image recognition, and rising adoption of automatic identification and data capture solutions by financial institutions. Factors such as rising government regulations and growth opportunities from supply chain management and healthcare industries

are expected to support the growth of the automatic identification and data capture market.

Hardware is expected to hold the largest share of the automatic identification and data capture market between 2018 and 2023.

[Continue Article](#)

BARCODED NEURONS: A Revolutionary Brain-Mapping Technique



The Zador lab has begun utilizing MAPseq to compare the brains of a mouse autism model with healthy mouse brains to see if mis-wiring occurs during development at the single-neuron level that might explain the disorder's symptoms – just one of many potential applications of the method.

In the experiments, the team first verified the relatively new technology by comparing its results with the gold-standard mapping method, called single-neuron tracing. They used the latter

method to trace 31 mouse neurons in the primary visual cortex to up to seven different cortical locations. These experiments took 3 years to complete. It then took them only 3 weeks to use MAPseq to map the projections within the cortex arising from 591 primary visual cortex neurons.

“Our finding signals a shift away from the rather convenient idea of every neuron projecting to just one cortical area,” says Kobschull. “That thinking ignores the underlying structure of the brain, and in the future, the way people do their experiments is going to change drastically.”

Funding: U.S. National Institutes of Health; Brain Research Foundation; IARPA (MICrONS); Simons Foundation; Paul Allen Distinguished Investigator Award; Boehringer Ingelheim Fonds; Genentech Foundation; European Research Council; Swiss National Science Foundation.

About Cold Spring Harbor Laboratory

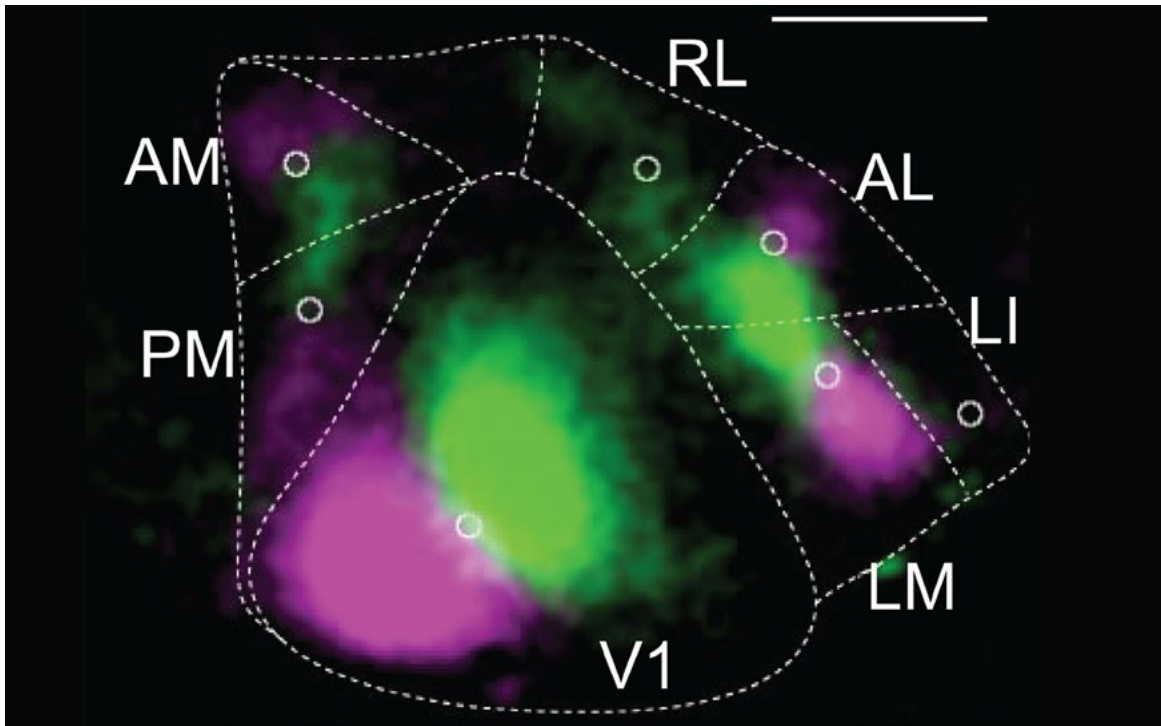
Founded in 1890, Cold Spring Harbor Laboratory has shaped contemporary biomedical research and education with programs in cancer, neuroscience, plant biology and quantitative biology. Home to eight Nobel Prize winners, the private, not-for-profit Laboratory employs 1,100 people including 600 scientists, students and technicians. For more information, visit www.cshl.edu. •

COLD SPRING HARBOR, N.Y., -- Using a revolutionary new brain-mapping technology recently developed at Cold Spring Harbor Laboratory (CSHL), an international team of scientists led by Professor Anthony Zador has made a discovery that will force neuroscientists to rethink how areas of the cortex communicate with one another.

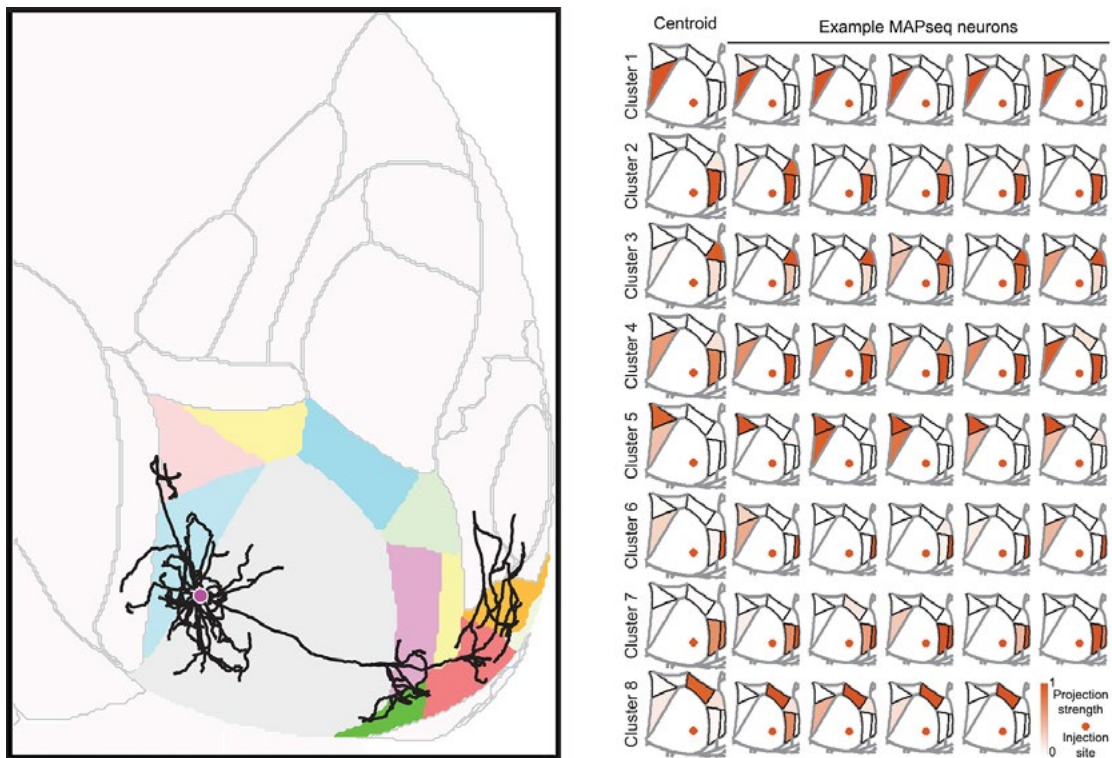
The new technology, called MAPseq, allowed the scientists to determine that neurons in the primary visual cortex communicate with higher visual areas of the cortex much more broadly than previously believed, and according to specific patterns.

The wiring diagram of the cortex determines how information is processed across dozens of cortical areas. “If we don’t know how information is combined even at the earliest stages, then we have essentially no shot of figuring out how the brain works,” says Justus Kobschull, now a postdoctoral researcher at Stanford University who was instrumental in developing MAPseq as a graduate student in Zador’s lab.

In a MAPseq experiment, hundreds or thousands of neurons are labeled uniquely with random RNA sequences (“barcodes”) via a single injection made in the brain. The barcodes are transported into the branching axons of each labeled neuron, where they can later be read out by high-throughput barcode sequencing after the brain is dissected. This process allows researchers to identify every brain area that each bar-coded neuron makes contact with.



The large, triangular-shaped central area identifies the primary visual cortex in mouse. By “barcoding” 591 neurons in this region, the team used MAPseq to discover patterns of their projections to nearby higher visual cortical areas. Each of the latter is identified in this calibration image, which registers the brain’s reaction to two different kinds of visual stimuli (registering in pink and green fluorescence).



Left: Single-neuron tracing reveals the projections of a single neuron in the mouse brain. It took the team 3 years to map 31 such neurons. In 3 weeks and at a fraction of the cost, MAPseq discovered the destinations of 591 neurons in the mouse primary visual cortex, reaching similar conclusions about projection patterns. The ‘readout’ is dramatically different (right), showing 8 projection ‘motifs’ (8 clusters, read horizontally), with strength of connections in parts of the higher visual cortex displayed in color intensities.



IRC & EDC return in October 2018 with a focus on Omnichannel Retailing and Logistics to Re:Generate Retail

How can competitive delivery methods set good retailers apart from great retailers? How to meet customers' expectations for same-day delivery while remaining profitable? What is the key to using delivery innovation to drive sales and market share? How is a tougher regulatory environment – stemming from GDPR and Brexit – affecting trade?



InternetRetailing and eDelivery Conference seek to answer these burning questions, by bridging operational excellence and the experience economy, exploring the role of delivery in creating an end-to-end customer experience. Re-launching for 2018 – in a brand-new London venue – IRC and EDC bring together 800+ retail board members, C-level executives and directors for a breath-taking day of inspiration and collaboration.

Instead of stale PowerPoint presentations, superficial networking and stale one-sided pitches, IRC & EDC's format has been explicitly designed to encourage peer-to-peer learning and board-level collaboration to enable ideas to flourish and innovation to be fostered. Join 25+ executive-led roundtables, chaired by seasoned retail and delivery experts, aimed

at fuelling debate and brainstorming on the most pressing topics in retail logistics. Plus be part of practical training-led workshops covering innovative digital retail solutions that really make a difference.

On top of it all, meet our 50+ speakers from Lidl, Harrods, Deliveroo, ShopDirect, Facebook, Specsavers and many others, who will be covering, amongst other exciting topics:

- **Profitable Same-Day Delivery:** How can you meet customer expectations and still make margins?
- **Preparing For The Future:** How Will Ecommerce Develop By 2021 And What Should Retail Leaders Do About It Today?
- **Using Localisation To Drive International Sales:** What are the secret ingredients to expanding internationally? Which best practices of localisation will ensure you can trade credibly internationally?
- **Peak Trading Operations:** What does an operational excellence strategy for busy periods look like?

In 2017, nearly 20% of retail sales took place outside the store, while 62% of customers have chosen next day or same-day delivery as their preferred shipping option. Once luxuries, these have become make-or-break factors for retailers and great opportunities for disruptive logistics providers. Re-imagine the roadmap to optimise the ultimate customer delivery experience. Re-think new horizons of activities to drive market share and delight the customer.

Join IRC and EDC on October 11th at the Business Design Centre in London. Register today on <http://www.internetretailingconference.com/> •

HOW TECHNOLOGY CAN HELP RETAILERS

with the millions of devices employees use in-store



by Helen Attia, Head of Sales & Marketing, [Chargifi](#)

In the retail industry, as it is across all industries, there's a proliferation of devices retailers must consider in their environments – those of their customers and just as importantly, those their employees use to do their jobs effectively.

In-store sales associates are being equipped with mobile devices to help quickly resolve customer issues, including sharing needed product information, answering questions, and making suggestions to customers in real-time.

And, resolving customer issues on the floor can mean more satisfied customers and bigger profit margins for retailers as sales associates use devices to upsell and cross-sell, as well as accept customer payments directly on the floor.

With sales associates now using Internet-connected devices in-store to help service customers and improve the bottom line, retailers must also find an effective (and affordable) solution for keeping devices powered up and functioning.

Well, they could always install outlets and wired chargers in many places throughout the store, but that would be like installing a dial-up connection to get on the web. It would also be a tripping hazard for customers and associates that would drive up insurance premiums!

The other (and more viable) option is deploying wireless charging throughout the store. In-store sales people would be able to easily access power on the floor, so they can keep moving and servicing custom-

ers seamlessly from store opening to closing time. Smart wireless charging can also provide retailers with greater insights that can help them make more informed decisions, particularly space planning.

Through a smart wireless power platform, an in-store sales associate would have access to accurate hyper-local anonymized location data based on where and when a customer is charging in-store, providing key insights on the most and least trafficked sections of the floor.

We're only just beginning to scratch the surface of possibilities new technology offers retailers to create smarter 'experiential' environments, but we do know the world is going electric and electric is going wireless. The transformation to a wireless world is the next frontier retailers should begin to understand and address.

About Chargifi

Chargifi is an enterprise-grade wireless charging solution, delivered via a centrally run system that manages, monitors and monetizes wireless power at scale for its global customers. If you would like to learn more about how wireless charging technology can improve your guest experiences and bottom line, we would love to share more.

Learn more: <https://chargifi.com>



TEKLYNX International

TEKLYNX International is the world's leading developer of barcode labeling software solutions. Their products feature the widest range of device and driver support in the industry. More than 600,000 companies in 120 countries rely on TEKLYNX integrated software solutions for supply chain automation, warehouse management, shipping and receiving, inventory control, and asset management.



NiceLabel Software

NiceLabel is the leading global developer of label and marking productivity software solutions that help SME and large enterprises reduce complexity and mitigate risk while meeting compliance requirements and increasing productivity, quality and agility.



Seagull Scientific

The most trusted software to create and automate labels, barcodes, RFID tags, plastic cards and more. BarTender® software by Seagull Scientific enables organizations around the world to improve safety, security, efficiency and compliance by creating and automating labels, barcodes, RFID tags, and more.



Loftware Inc.

Loftware's Enterprise Labeling Solutions bring label design resources, native print capabilities, and built-in business rules functionality to integrate barcode labeling with any organizations existing business processes in order to help drive topline revenue, customer satisfaction, and supply chain efficiency.



Bar Codes Talk, Inc.

Most anything you need with barcoding, Bar Codes Talk, LLC. can take care of for you. They are family owned and operated with a customer base of over 15,000 companies. They value themselves on same day service with high quality products - not many competitors can say the same.



ScanSKU

ScanSKU™ is a Barcode Scanning Technology Solutions Provider. We can supply both the hardware and software to allow your business to more accurately scan and track Inventory, Assets or just about anything else.



OnlineLabels.com

OnlineLabels.com is the premier resource for all of your barcode labeling needs. Browse the largest selection of ready-to-ship barcode labels today! Since we're the manufacturer, we're able to offer factory direct pricing on all of our labels.



Intra Package Tracking Software [Learn more >>](#)

SCLogic is the leader in package tracking software solutions. We design, develop, deploy and support our software, Intra Enterprise.

Express Corp [Learn more >>](#)

Express is a manufacturer and distributor of high-quality and durable barcode labels and tags, asset tags, industrial nameplates, warehouse identification products, and UID tags produced from aluminum, polyester, steel and other durable materials.

Microscan Barcode Verification [Learn more >>](#)

Ensuring perfect labels is as easy as scanning a code. Grab a Microscan LVS Barcode Verifier to check barcode quality on the fly and adjust data structure, design, or print issues before bad codes enter the supply chain.

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If you know of a trade show or event that should be listed here, [please contact us](#).



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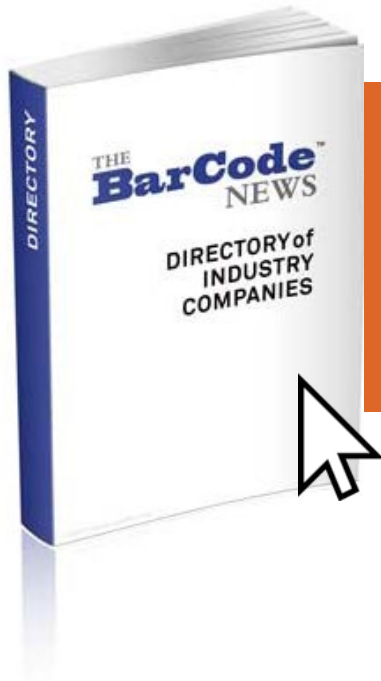


September 2018 - VARTECH
Details to follow



April 8-11, 2019 - PROMAT 2019 Chicago, IL

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Is Your Bar Code Or RFID Related Business Listed In Our Free Directory?

Are You Part Of The Bar Code Industry? QR Code Industry? RFID? Bar Code Apps? If So, Your Company Should Be Listed In Our Free Online Directory.

Here at The Bar Code News we offer a number of free services to our readers. Many readers, for example, have been enjoying our Free QR Code Generator and weekly eNewsletters . Another popular service is our free barcode directory, offered to anyone seeking information in the field. Each month thousands of visitors search the online barcode database for companies to create their barcode labels, provide bar code equipment, obtain RFID tags, or locate a VAR.

The directory's database contains roughly 1,600 companies in dozens of countries, providing products and services related to the bar code and point of sale industries; categories include: barcode scanners, bar code printers, bar code labels, bar code fonts, bar code software, inventory/ fixed asset tracking, used bar code equipment, manufacturers, distributors, RFID, mobile bar codes and more.

“It is our goal at barcode.com to act as a hub for the industry. We provide a single source where readers can go to find answers to their barcode-related questions and stay up-to-date with industry news and advances. This directory satisfies an industry deficit; we are proud to offer the world's most comprehensive list and are confident that it will be of great benefit to our readers and colleagues in the field.” says Craig Aberle, Publisher, The Bar Code News.

About Barcode.com (The Bar Code News) receives ~40,000 to 50,000 visitors per month who are looking for printed bar code labels or blank labels, RFID tags, bar code software, QR code services and bar code specialty hardware.

Free advertising options - A listing in the Bar Code Company Directory is free for companies in the bar code, QR code or RFID business. To add your company you must first sign up for a subscription, and then send us your information. Please send in your company name, address, website URL, phone number, company logo (low resolution) and a brief description (100-200 words) and contact email address.

GREGG LONDON [UPC Data Market](#)

Gregg London maintains one of the largest, fully attributed, Product Databases for Food and Spirits. You can reach him via E-Mail at: gregg@glondon.com



JOSH ROFFMAN [Loftware](#)

Josh is Vice President of Marketing & Product Management at Loftware. He has nearly 25 years of marketing and product management experience with leading enterprise software companies. He is responsible for defining Loftware's product strategy and overseeing all corporate marketing functions. Specializing in the impact of supply chain trends on enterprise labeling, Josh frequently speaks at industry events.



ROB HUSSEY [Honeywell](#)

Rob Hussey is the Development Manager of Honeywell Safety and Productivity Solutions



Barcode As Art photo by Chiara Marra
<https://flic.kr/p/PKaoZ>

BARCODE RESOURCES



▶ HISTORY OF BARCODES

The bar code, also referred to as a UPC (Universal Product Code), although that is just one type of bar code, was invented for inventory tracking purposes in stores.

[Learn more >>](#)

▶ ALL ABOUT 1D BARCODES

Have you ever looked at the black and white symbol on your grocery product packaging, or on the cover of a book that you just bought or even a department store receipt and wondered how the information is encoded in those bars and spaces?

[Read more >>](#)

▶ HOW TO GET A BARCODE

So, you have a product, and you want to be able to sell it through retailers. Now you're wondering how to get a bar code, or more specifically, a Universal Product Code (UPC).

[How to get a barcode >>](#)

▶ HOW TO CHOOSE A BARCODE READER OR BARCODE SCANNER

There are many considerations when choosing a type of barcode reader or scanner.

[Learn more >>](#)

▶ RFID RESOURCE ARTICLES

RFID (radio-frequency identification) is constantly being applied in new and exciting ways. These are links to some of our most popular articles about RFID.

[See articles >>](#)

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We can help you source the right equipment. Tell us what you need.

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Colorful barcode by Yoshikazu TAKADA in “BUNNY SMASH” Exhibition at Museum of Contemporary Art Tokyo <https://flic.kr/p/hNcGgZ>

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Questions, concerns, praise, criticism, ideas, articles - [email us](mailto:ca@barcode.com).

Craig L Aberle
Owner, publisher and bar code fan

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Careers in Barcoding, RFID, Supply Chain



Time for a new job? The Barcode and RFID industry is a dynamic and exciting place to work. These technologies continue to grow and penetrate every nook and cranny of businesses all over the world! Consider a career in a growing industry that adds value to everything it touches. This page lists [technology careers](#) that were either submitted to us, or that we have come across, and are subject to change without notice. We make no representation as to actual availability or consistency with the title and accept no liability whatsoever. Job seekers must conduct their own due diligence.

TrueCommerce - Jobs in PA, OH, CO - <https://www.truecommerce.com/resources/truecommerce-supply-chain-ecosystem/careers-new>

Sick - A variety of jobs in MN, TX and MA. <https://www.sick.com/us/en/careers-at-sick/w/careers-listings/>

Coridian Technologies (MN, IL, WI, FL) Sales Support, Inside Sales, Outside Sales - <https://www.coridian.com/careers>

Boone NC - Manatee Works is searching for the best in sales, marketing, web and low-level programmers. Email us at jobs@manateeworks.com.

Symbology Enterprises, Inc Branchburg NJ - Inside Sales Rep - Printer software / Data collector - [click to email resume](#)

Stratix Corporation (Norcross, GA) Verification Sales Associate - <http://www.stratixcorp.com/company/careers/jobs>

ScanSource.com - (SC, FL, AZ and elsewhere) assorted - finance, marketing, merchandising, sales - <http://www.scansource.com/en/careers/job-board>

BlueStarInc.com (KY and worldwide offices) - assorted - business development, sales, warehouse - <http://www.bluestarinc.com/nl-de/about-bluestar/careers.html>

Zebra (IL, GA, CA, MO, NY, RI and others) (about 60 openings posted) - <https://www.zebra.com/us/en/about-zebra/work/careers.html>

GS1 - <http://www.gs1.org/careers>

Sato America (IL, NC, NJ, CT, others) - <https://www.satoamerica.com/careers.aspx>

Honeywell, Intermecc (world wide - over 3,000 job openings posted) - <http://www.careersathoneywell.com/en/job-search-results/>

Motorola Solutions (world wide - over 260 jobs posted) - <http://careers.motorolasolutions.com/>

Barcoding, Inc - (MD, GA, OH, MN, KY, MA, MI) - http://www.barcoding.com/about/barcode_employment.shtml

Identiv.com (CA) - <http://www.identiv.com/careers>

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