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# THE **BarCode** NEWS™

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# Packaging Perfection in E-Commerce and much more at IRC 2018

It's a fact: quality, method and timeliness of delivery are increasingly becoming key levers in maintaining customer loyalty, driving revenue and improving brand perception.

Incorrect and late deliveries, lack of information, as well as responding when things go wrong, do really matter. Here are few tips to deliver more happy customers:

1. **Optimising your packaging** plays a very important role in positive engagement with the customer. Many deliveries are still either not being properly packed or secured, which have a serious impact on retailer's reputation.
2. **Accuracy of delivery and regular updates** are also key to avoiding customer service disaster. A number of technology solutions can facilitate this, so as to reduce the chance for human error.
3. **Knowing how to say "sorry"** is also a key pillar of any customer-facing business. The way retailers react to mistakes make all the difference to the outcome and whether the customer will return.

Following these simple tips can indeed significantly increase profitability and customer experience, but they are just scratching the surface.

That's why InternetRetailing Conference, at its performance dimension discussion titled What Does An Operational Excellence Strategy Look Like Leading Up To And During Peak Trading Periods?, will help challenge common misconceptions about delivery and uncover how technology and AI is transforming the world of retail delivery:

- What can retailers do collaboratively as an industry to smooth the curve of gearing operations up for peak?
- How can you get the balance between automation and manual fulfilment right during peak trading?
- How should you re-think the use of agency workers during peak in the light of Brexit negotiations?
- What new opportunities are there from a technology and warehouse automation perspective to assist you operationally during peak?
- How should you respond operationally to customers' price sensitivity during peak?
- How should you approach resource availability during peak?

There is no eCommerce without delivery: be a winner in both at the UK's only event that brings together 800+ retail board members, C-level executives and directors for a breath-taking day of inspiration and collaboration.

Meet our 50+ speakers from Harrods, Dixons Carphone, ShopDirect, Google, Deliveroo and many others and join the UK's most forward-looking digital retail event. •



# FORTIFYING YOUR SUPPLY CHAIN Against Counterfeit Goods



By Steve Wood, [Covectra](#) President & CEO

The key to anti-counterfeiting is to prevent false goods from entering the legitimate supply chain. The good news is that you can protect your brand. Starting with your raw materials suppliers and extending down through manufacturing, packaging, and onto distribution intermediaries, today you can track and trace goods safely all the way to the customer. For good measure, authentication facilitates returns processing, and safeguards your work as you restock to avoid reselling fake goods.

So what's the key to fortifying the legitimate supply chain to protect it from unauthorized goods entering your normal channels of trade? I believe it's a combination of these three strategies:

1. Establish an Internal Brand Protection Function
2. Implement Supply Chain Best Practices
3. Apply Safeguarding Technologies

## Brand Protection

With the proliferation of ecommerce and digital marketplaces, today consumers have no way of knowing if their products are authentic. This is why some of the major online market players are trying to implement programs to assist the consumer, but counterfeit products persistently enter the distribution channel anyway. This leaves the official brand owner and the consumer at risk while the online seller makes the profits. So how can the brand owner provide authentication tools to the consumer to verify their products?

First, the brand owner needs to implement their own brand protection solutions and provide authentication tools to the

consumer. This is the only way brand owners can take control of their supply chain. With authentication tools in place, the consumer can return goods back to the online marketer who distributes these illicit products, and directly notify the brand owner. This puts pressure on online marketers to become a part of the solution instead of unwittingly abetting counterfeiters.

Some online marketers are trying to implement solutions to stop counterfeited goods from flowing through their distribution channels, but they want to charge for this service, passing the cost of these programs on to the brand owner. The flaw in this approach is that the counterfeiters will also have access to these technology tools. So how secure can it be? Consumers are clamoring for ways to verify that their purchase is authentic.

Whether you form a dedicated anti-counterfeiting and anti-diversion organization to lead such activities or disperse the responsibilities throughout the company and beyond to trading partners, it is important to monitor incidents and measure the effectiveness of counter-measures. In reality, we are talking about an enterprise-wide mindset that begins at the highest level of the organization and is committed to a no-tolerance stance against counterfeiters and illegal diverters of your goods.

## Supply Chain Best Practices

The days of feeling helpless or an innocent victim of counterfeiters are over. Fortunately, there is no shortage of so-called anti-counterfeiting solutions that can be applied to your products and commercial practices to inform your authorized agents of authenticity. The key to effectiveness, however, is to evaluate your technology plans on the basis of whether they improve the control and visibility of your supply chain. The concept of supply chain "self-defense" has many proven techniques. Here's a sample of some best practices:

1. Audit all suppliers and trading partners for safeguarding practices. Ensure that commercial partners only buy your goods from your approved points of supply.
2. Purchase your products from all channels of trade periodically and test for authenticity.
3. Review all product complaints through the lens of anti-counterfeiting and instruct your call centers to question complainants about their purchases.
4. Review commercial data for aberrations in normal supply/demand patterns.

[Continue reading on Barcode.com](#)

# Hurricane Woes :: #MyBrokenSupplyChain



by Craig L. Aberle, Barcode.com

Sixteen separate weather events, including three major hurricanes, hit the United States in 2017 causing over \$300 billion in damages. In Florida, where I reside, Irma made landfall first as a Category 4 hurricane, then again in the Gulf Coast as Cat 3, causing \$50 billion in property damage. The "Supply Chain" began breaking down more than a week before the hurricane arrived. (I think it is reasonable for a consumer to expect to find basic necessities at a supermarket or gas station on any given day.)

## A brief chronology starting a week before Irma arrived.

-7 days Hurricane Day minus 7 (seven days before the hurricane) – We know that a hurricane is on the way - or we should know. The Weather Channel (TWC) has been showing a growing disturbance in the Atlantic for almost a week. I happen to be on a short vacation enjoying the Atlantic Ocean, but keeping an eye on the Weather Channel because it is the height of hurricane season. While enjoying my last day of vacation, I see that there is now a significant storm that is very likely to hit Florida. I certainly want to be prepared. I already have 15 days worth of water at my home, but I want more. History has shown that bad storms can leave us without power and services for months. I get

ready to end my vacation and am thinking about preparing my home for the storm.

-6 days – I am driving 165 miles to my home across Florida on SR-70, a straight two-lane road with a small town about every thirty miles. I get to the middle of the state and both gas stations there have a waiting line. I have a half tank, enough to get home, but I wait on line to get gas, not wanting to risk getting home to find stations sold out. The gas station convenience store is ALREADY sold out of bottled water. They only stock about 15 one-gallon-size bottles and a bunch of liter-size bottles. But it's all gone and so are many of the sports drinks - all the good flavors sold first of course.

I get my gas and drive another 40 miles toward home and stop at the Walmart in Arcadia. It too is out of bottled water, and so is the Publix supermarket. Customers in Walmart are not happy. Rolling on, I get home an hour later and see cars in line at the local gas stations. People are mobbing the local Publix is trying to get food and drinks.

-5 days – I begin preparing my house for the storm. I turn my ice maker on. I will need the ice to keep food chilled if we lose power (see note on beer below). In my 2nd floor condo I don't worry about ground water flooding my unit. I take stock of what I have to eat and what I can cook if the power goes out. I have a grill, but it is electric, and won't work if the storm knocks the power out, which is likely. I have a propane camping stove in the garage, so I take that apart, clean it and test it. Fortunately, it is in good working condition and I have five small bottles of propane. I also clean my Boy Scout mess kit in case I need to cook with it. I take all items in from the lanai (a screen-covered patio) – table, chairs, decorative stuff. Everything has to come off it. craig sliders

Everything has to come in from the lanai before the storm. Even fan blades were removed. The wind doesn't bother me until the three doors start flexing with each gust, at which point I retreated to the safety of a closet.

Anything left there could become a projectile and come flying through the three sliding glass doors which stretch 12 feet across (see pic). Those sliding doors were installed in 2001 and are not up to the latest hurricane building code.

-4 days – Water deliveries to the supermarket are made early in the morning but are gone by 9 am. Gas stations are running out of gas, but if you cruise around for an hour, you can find a station that has some gas, but only regular unleaded. Premium and mid-grade unleaded are sold out everywhere.

Plastic gas containers are sold out too. I visit Home Depot to see what is going on there and to get some duct tape and plastic to cover any windows that might break during the storm. Generators are sold out. The average price of a generator is about \$900, according to the salesperson. More are due tomorrow, maybe. My TV on and tuned to the weather channel all the time.

-3 days People are fleeing Florida. Highways are bumper to bumper for over 100 miles heading northbound out of Florida. Southbound highways are empty. Northbound traffic eases at night. Gas station outages are more severe.

Water is not available. People are buying all they can and are waiting in line at Publix and Walmart for deliveries of water. Publix rations water bottles. People have learned from past hurricanes that there could be no power and no clean water for weeks or months. Clearly however they have not learned to inventory their own water in hurricane season. I have a Brita at home, but I buy an additional water filter-type container and filter tap water and fill up some empty water jugs. Filtered tap water does not taste good. The water supply in my town is abysmal year-round. I also fill up my bathtub, so I have water to use to flush the toilet if the town is unable to pump water.

I clean my garage and get everything I value at least three feet off the floor. My Lionel train set is moved way up high - five feet off the floor. My toolbox is only a few inches off the floor and too heavy to move, but I seal it up tight and say a silent prayer. I prepare sandbags using plastic garbage bags and potting soil for my garage doors, which I end up using as I check the garage during the storm and discover there is a leak under the door frame. The sandbags stop the water from blowing under the frame.

-2 days - Traffic northbound on I-75 creeps bumper to bumper day and night. There is no gasoline for sale along Interstate 75; you must get off at an exit to find it. So congestion and confusion ensue at every exit. And there is no gas unless you are very lucky.

No bottled water is available anywhere. Every sports drink, seltzer, flavored water drink, juice box and coconut water drink is sold out. Shelves of staples are empty. Soups, crackers, etc. are all gone. Paper towels too! It will take a full month after the hurricane for the shelves at stores to be back to normal.

-1 day - No gas, no water, no Starbucks. Starbucks and Publix have closed to let their employees get ready. The hurricane has already struck the Keys, and we are all nervous. It is a category four storm.

I remove the last of the furniture from my lanai, take the fan blades off the patio fan, and bring everything including my

outdoor grill into my living room.

I take all the pictures and paintings off the living room and dining room walls and put them in a closet, at least two feet off the ground. If your home is breached by debris, like a window cracking from a stick, and water penetrates, you can have water flying horizontally in your home, and everything gets wet.

I take my small propane camping grill from the garage and bring it inside, but leave the propane cylinders in the garage. Safety first!

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# The General Process & Benefits of AUTO-IDENTIFICATION SYSTEMS



Applying identity labels to what to track



Data capturing identifiable items & transmitting data to host



Transforming data into information & knowledge



Analysis of info to make decisions & update instructions



Publishing data/info/decisions on Intranet, extranet and Internet for sharing

## Essential benefits of data capturing:



Auto and/or online validation of captured data



Data capture on site rather centrally at a later stage



Recording location, worker, & time/date



Reducing human data entry errors



Instantaneous data transfer to host server



Bringing server lookup data to worksite



Minimizing paperwork

## Simplified Diagrams of Automatic Identification, Data Capture & Mobility

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by Mohammad Amer Shallah, Auto-ID Support, [www.ai-support.com](http://www.ai-support.com)

The diagram to the left shows the comprehensive benefits of AIDC systems and is generally broad to cover widest range of devices and applications (although a simple SYSTEM could consist of a simple HARDWARE device like a barcode reader and a simple SOFTWARE application like Excel sheet). Assuming an express delivery shipping company is using an AIDC system, it would be the example to build on - see above.

**Mainline benefits:**

**1. Applying identity labels to what to track**

Tracking people, documents, vehicles, or goods requires applying machine readable identification labels (badges for people, barcodes printed on documents, RFID tags on windshields and so on). In addition to machine readable data on the labels, the printed text information also make it clear to human readers. Express shipping companies apply sequential barcodes to airway bills (AWB) and apply labels to documents and/or boxes for their frequent data collection of shipments all the way from sources to destinations. There are cases where no labels are involved; it involves an inherent property such as fingerprint template of a person.

**2. Data capturing identifiable items & transmitting data to host:**

This is the major step to avoid human data capture errors and replace them with accurate machine readable data. AWB data for example is scanned directly to a PC or scanned/ stored by portable handheld PDA devices, transmitted later in batch or continuously online.

This is the essential step that reflects the essential advantages of AIDC:

- a- Automatic and/or online validation of captured data: Any scanned data not within range of expected values causes an alert to the operator. Eg, an expired AWB# reflects immediately that it cannot be used.
- b- Data capture on site: The great advantage in using mobility devices is that data capture is done on site. For example, scanning of AWBs is done at delivery locations rather than feeding back handwritten forms when returning to office.
- c- Data capture of site location, operator name and date/ time stamps: Workers delivering shipments can scan their deliveries using handheld devices. Handheld devices record the site of scanning (using GPS coordinates or fixed location barcodes), worker names as well as time and date stamps.
- d- Reducing human data entry errors and time: When the data capture device records a scanned item its location, date and time are automatically captured. Human data entry errors are eliminated and there are time savings.
- e- Instantaneous data transfer to host server: Many modern

AIDC devices are able to communicate with their data servers for data synchronization using different methods of communication such as Wifi (within working premises), cellular (while on the road) and even via satellite (in remote and travel locations).

f- Bringing server data lookup to work site: A handheld device, for example, can communicate to the host data server and obtain lookup data needed at site of work such as the past history of an AWB.

g- Minimizing paperwork: Most paper forms can be turned into forms on PDA device screens to collect the data electronically rather than filling by hand manually.

**3. Transforming data into information & knowledge:**

Machine readable data collected by AIDC devices are stored in data tables. Data tables are transformed into information and statistical layouts related to application types. Eventually, information of all levels of work forms a large knowledge base about the transaction activities.

**4. Analysis of info to make decisions and update instructions:**

Data, information and knowledge are analyzed so that decisions are made after evaluating the performance and efficiency of transactions. An express shipping company can extract reports on late deliveries then analyse the causes and relate them to specific people or locations.

**5. Publishing data/ info/ decisions in Intranet, Extranet and Internet:**

Collected data is made available to those it concerns. For example, shipment tracking data are made publicly available on the internet for customers to track and locate their consignments. Customer invoices of shipments are stored in extranets, while detailed collected data on shipping transactions remain stored on the intranets of the shipping companies for the logistic operations.

The diagram can help: AIDC manufacturers, specialists, distributors and integrators have a broad vision of what they are designing, developing, and selling and see how efficient their solutions would be. Software developers design their data capture applications in most efficient way to customers AIDC resellers explain to their customers the benefits, the overcoming of difficulties and cutting of costs.

This diagram is GENERIC and educational. It is not biased to any specific technology, supplier or brand. It can help any salesperson to explain general neutral concepts to prospects. It can also help the customers to realize what to expect from these systems.

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# Using Item-Level RFID at Point-of-Sale will Change the Customer Experience at Checkout

Right now, we are witnessing a new era of retail where technology and commerce are joining together to revolutionize the customer experience with retailers. With more retailers implementing new technologies to improve their business operations, many are finding new and innovative applications of existing, tried-and-tested technologies to offer solutions to daily challenges. RFID technology is one of the technologies being applied in inventive ways to enhance a retailer's operations.

RFID technology is rapidly gaining adoption within the retail industry around the globe as it is dramatically improving inventory management. After the initial investment and returns are being realized by using the technology, retailers are now looking at additional ways to leverage the investment in RFID to further gain competitive advantages and solve operational bottlenecks. The most common place retailers are looking to focus on next is changing the process of customer engagement at Point of Sale (POS) moving to automated and human free checkout. RFID at POS is transforming the overall customer journey through the last step of a store visit to make this quicker, more accurate and smoother than ever before.

## Enhanced Check-out Solutions

Beyond using RFID in our credit cards, item-level RFID on garments is being utilized to allow retailers to reduce the "friction" that exists at checkout. The process used at checkouts today across apparel, footwear, fragrance and cosmetics, and home goods retailers is the same as it has been for the last 30 years. Barcodes are scanned one at a time and a card is swiped to complete the financial transaction, creat-

ing time for queues to build up. With the awareness that the convenience store model which the Amazon Go store generated, apparel retailers and customers are beginning to expect something as close to that as possible in their experience. While the optical systems used in Amazon Go are not applicable to the high SKU variability environments of apparel, this friction-free and self-checkout experience is going to be part of this New Era of Retailing and RFID is the technology being chosen to further develop this.

Today, most customers don't know that RFID is being used to keep out of stock levels down. Using this technology at POS is one aspect where the customer can have direct exposure with the new technology and it can help provide a positive differentiated experience for the consumer.

We are seeing retailers adopt RFID at POS for a variety of reasons. In particular, it has the ability to speed up the checkout process and can be part of a 'technology rebrand' effort for the retailer whilst also acting as a loss prevention tool by reducing human factor-based errors at checkout.

SML has deployed RFID POS systems to over 250 stores in one retail chain alone and has found that the response from retailers and consumers alike has been very positive due to the accuracy, speed of checkout and the technology experience that the consumer feels during the POS process.

## Accurate Inventory Management Benefits

RFID is emerging rapidly as an essential technology tool within the retail space to reach a new level of operational



excellence in inventory management. In the past two years alone there has been global rollouts of the technology which has demonstrated its rapid ROI based on sales lift, inventory reduction and omnichannel fulfillment advantages. The technology is fundamentally allowing retailers to gain a greater view of their on-hand inventory, showing 98% inventory accuracy with weekly stock counts by using a system with a few handhelds and reading thousands of tags per minute. Item-Level RFID has become the fundamental tool in opening the door to this New Era in Retailing.



In addition, using RFID technology, items can be accurately tracked and traced from the moment the product leaves the warehouse until the customer makes a purchase and leaves the store. Having an ongoing, accurate view of inventory means that retailers are able to ensure they have the products their customers want and avoid disappointment of out-of-stocks; leading to cost-savings and an improved customer experience. It is not uncommon for customers to experience an out of stock rate of under 1% when all the enterprise systems are synced up and using this new reality of inventory.

Most customers using our Clarity™ solution in stores previously found their existing inventory accuracy in enterprise systems were between 55% and 75% accurate at the sellable unit level for a range of variables including style, size, color. Interestingly, most findings during pilots with retailers is in the breakdown of this 45% to 25% inventory inaccuracy as it tells a story of the real issues at hand.

Retailers are operating under a false picture of inventory levels in their store and are driving behavior and actions upstream. It is not uncommon for us to find retailers to have an “understatement”, in which they have more than they think they have and an “overstatement”, where retailers have less than they think they have of inventory by 10%-20%. Depending on the mix of these two KPIs that the retailer has, it will drive the areas where the benefits can be generated by using item-level RFID.

Fixing “understated” values equates to saving money on inventory that retailers are unlikely to need. Fixing “overstated” values equates to reducing out of stocks and increasing both in-store and on-line pick-up in store sales by improving stock availability. Majority of retailers across dozens of pilots have a mix of both problems not just out of stocks. All inaccuracies stem from only being able to do a relative accurate stock count by hand once or twice a year. With RFID, retailers are able to carry out a stock count of their stores once a week in an hour or so with a few handhelds at 98% accuracy.

### Reduced Shrink and Loss Prevention

An enhanced view of inventory naturally leads to a reduction in item shrink which is often the result of theft of access to inaccurate information which is generated at various process steps. On average, shrink percentage within retail is about 2% of sales which presents massive cost implications to retailers. However, RFID can be utilized to prevent shrink through all stages of the supply chain and identify whether an item went missing in transit from the distribution center.

In addition, when RFID is integrated with a store’s POS, it can identify when a product leaves the store without being purchased.

Not only does shrink have cost implications but it also means that a retailer’s view of inventory is already inaccurate which can lead to missed sales opportunities. RFID technology is able to reduce shrink by up to 50%, meaning items are more readily available for purchase and the customer experience isn’t hindered by not having the correct items in store.

### Access to a Myriad of Information

Whilst there are numerous ways that RFID technology can be utilized within retail, one of the biggest benefits of the technology is that it allows retailers access to a wealth of information. RFID tags, in concert with tag encoding data management systems, can help downstream systems create a significant amount of contextual information to further optimize processes and customer experience.

Once an RFID tag is read at an EPOS, the SML’s systems can immediately determine the history of product and is used to stop anti counterfeiting and gray market behavior. •

Article courtesy of [SML-RFID](#)



Effective August 30th, 2018, new labeling requirements are in place for products sold in California, including through the Internet.

### What is Proposition 65?:

“Proposition 65 requires businesses to provide warnings to Californians about significant exposures to chemicals that cause cancer, birth defects or other reproductive harm. These chemicals can be in the products that Californians purchase, in their homes or workplaces, or that are released into the environment. By requiring that this information be provided, Proposition 65 enables Californians to make informed decisions about their exposures to these chemicals.”

Using your [labeling software](#) to make needed changes: If you are using software to create your labels, you may be able to simply modify the label template to include any necessary language. A number of labeling products can be found [here](#).

“... a warning may be provided through electronic means such as clicking a link, scanning a bar code, reading a QR code or viewing a display as long as the consumer has reasonable notice and instructions on how to locate the warning. However, any warning method that requires a consumer to go through “considerable effort” to find the warning is not clear and reasonable for purposes of the Act.” Additionally, the language in sections of the proposition seems to require the name of the dangerous chemical to be displayed without a click or scan.

### Sources and Sites for more info:

California Proposition 65 info page:  
<https://www.p65warnings.ca.gov/>

Questions & Answers For Internet and Catalog Sales  
[https://www.p65warnings.ca.gov/sites/default/files/art\\_6\\_business\\_qa\\_internet\\_warnings.pdf](https://www.p65warnings.ca.gov/sites/default/files/art_6_business_qa_internet_warnings.pdf)

Final Statement of Reasons Title 27, California Code of Regulations  
<https://oehha.ca.gov/media/downloads/cnr/art6f-sor090116.pdf>

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Above sample is courtesy of Teklynx, a leader in enterprise label software. Find them at <https://www.teklynx.com>. •

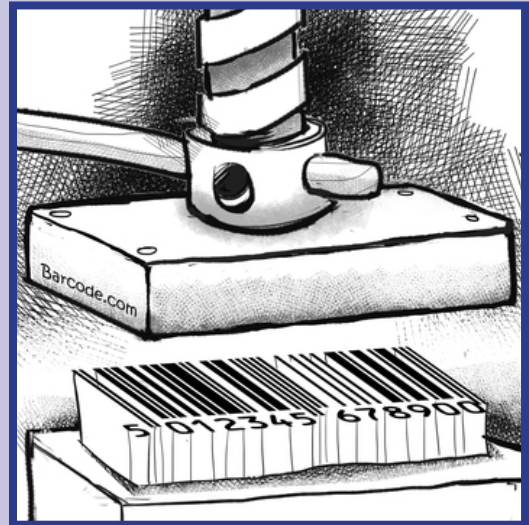


## MAKE A BARCODE

Create a free bar code or QR code using the free tools from our label sponsor

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Create a QR code for business cards and more

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## TEKLYNX Named A 2018 Best Place To Work By Milwaukee Business Journal!

TEKLYNX International, the world's leading barcode and RFID labeling software developer and solutions provider, today announced TEKLYNX Americas has earned a coveted spot on the Milwaukee Business Journal's 2018 Best Places to Work list. Based on the results of confidential, company-wide employee surveys, TEKLYNX is among a select group of Southeastern Wisconsin companies recognized for creating stimulating work environments that make employees want to stay.

Approximately 125 firms were nominated for this year's awards and employees at the nominated companies scored their respective workplaces in core areas including personal engagement, communication and resources, teamwork, retention, alignment with goals, trust with co-workers and senior leaders, manager effectiveness and job satisfaction.

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## Tyson Foods Selects FoodLogiQ To Connect Supply Chain

FoodLogiQ, the leading SaaS provider of food safety compliance, whole chain traceability, and supply chain transparency solutions, announced today Tyson Foods has selected its FoodLogiQ Connect's Manage + Monitor product for global supply chain visibility, streamlined supplier management, and quality issue tracking and reporting.

Tyson Foods boasts some of the most recognized brands on grocery store shelves today, including Tyson®, Jimmy Dean®, Hillshire Farm®, Ball Park®, Wright Brand®, Golden Island®,

Aidells®, and State Fair®, just to name a few.

Tyson Foods' selection of FoodLogiQ Connect for its supplier management needs was a natural progression of a developing relationship, according to Dr. Scott Stillwell, Senior Vice President of Food Safety and Quality Assurance for Tyson Foods, Inc.

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## Seagull Scientific Names Vice President Of Sales



Seagull Scientific, maker of BarTender software, announced today that Matthew Brine is joining the company as its Vice President of Sales. Mr. Brine brings decades of experience in technology sales and marketing, having previously led global teams in both enterprise and channel markets for companies including HBSI, Captaris and OpenText. [Continue reading >>](#)

## Oregon Dispensaries Get Custom Cannabis Enterprise Resource Planning (ERP) Experience

365 Cannabis ERP software, powered by Microsoft Dynamics, and Rogue Distribution now offer cannabis dispensaries previously using outdated systems (i.e. Excel or paper-based) the ability to experience a Microsoft quality Point-of-Sale system for their retail cannabis transactions to hundreds of Oregon dispensaries and their customers.

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## RFID Tracking Canadian Cannabis Seed To Sale

March Networks®, a world leader in the delivery of video surveillance and video-based business intelligence solutions to the cannabis industry, is pleased to announce that one of Canada's largest cannabis producers has selected its complete cannabis video solution to provide security, loss prevention and operational insights for its retail dispensaries.

The publicly-traded producer, with multiple brands and a global presence,

chose the March Networks solution based on its proven reliability, ability to support thousands of locations, and its Searchlight business intelligence software. March Networks Searchlight™ provides organizations with valuable information on customer service, risk mitigation, corporate compliance and other operations.

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## World's First QR Code Based Paperless Tax Refund Service In South Korea

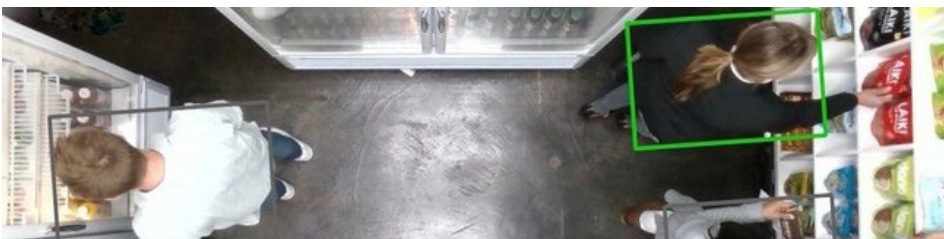
Alipay, the world's leading mobile payment and lifestyle platform operated by Ant Financial Services Group, announced that it has partnered with Global Tax Free ("GTF"), a tax refund agency, to launch the world's first paperless mobile tax refund function in South Korea.

"Since 2013, Alipay has continuously explored ways to expedite tax refunds for Chinese tourists to enhance the outbound travel experience. Alipay users can already receive tax refunds at more than 80 airports and a growing number of in-city shops globally after processing at a tax counter"

Alipay has consistently been at the forefront of innovation that supports mobile tax refund solutions globally.

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## QR Code Checkout-Free Technology Enabling Retailers To Quickly Deploy Frictionless Shopping



Zippin announced today the launch of its next-generation, checkout-free software platform that enables retailers to quickly deploy frictionless shopping in stores and brings an end to waiting in line for good. The San Francisco-based startup has also opened a concept store in San Francisco's SOMA neighborhood to showcase its automated shopping technology in a real-life retail environment.

On leaving the store, customers receive a receipt detailing their charges. Consumers in the U.S. waste almost 37 billion hours a year standing in line, and a significant portion of that is spent waiting in retail checkout lines. Zippin's patent-pending approach uses AI, machine learning, and visual cognition technology, to create the best consumer experience.

[Continue reading >>](#)

## Got Glyphosate? Snack Company Uses QR Codes To Show No Glyphosate In Its Products

On the heels of a \$289 million verdict linking Monsanto's herbicide glyphosate to the plaintiff's cancer, ZEGO announced it is testing its snacks for glyphosate residue and posting the results for customers to see. Leading what will surely be a new trend in the clean food industry, ZEGO is the first company making glyphosate testing data publicly available.

ZEGO's Z-Code System Uses Blockchain-Based Tracking to Show Glyphosate, Allergen and Gluten Test Results for Every Product.

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## Shipping Box App Secures First Commercial Contract For BoxSizeID

My Size, Inc. (the “Company” or “My Size”) (NASDAQ : MYSZ ) (TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today it has entered into agreement with Katz Corporation (“Katz”), one of the largest package delivery companies in Israel, to provide its BoxSizeID™ mobile measurement technology for improved operational efficiency and to reduce operating expenses. The commercial contract follows a successful seven-month pilot program that resulted in an estimated \$1 million annualized incremental revenue to the

customer, a result of BoxSizeID’s ability to optimize packaging sizes used to ship Katz’s packages throughout the world.

The success of the pilot program, which we estimated to increase our annual revenue by approximately \$1 million, showcased the power of the technology and why we needed to integrate it throughout our Company,” Dror Katz, CEO, Katz Corporation.

[Continue Article](#)

## Smartrac Launches Cattle Ear Tag: A High-Performance RAIN RFID Product For Animal Identification

Smartrac is further extending its Animal ID portfolio by launching its new Cattle Ear Tag. The RAIN RFID product comprises a chip module that is inductively coupled to an advanced RFID antenna design, which ensures outstanding ruggedness in demanding applications. Its UHF-based technology allows reading of multiple tags simultaneously, at high speed and at distances of up to five meters/15 feet.

However, that standard nowadays presents some limitations relevant to the livestock industry, such as restricted read range and signal collision that prevents multiple tag reading. Smartrac’s new Cattle Ear Tag effectively overcomes these limitations as its RAIN RFID technology enables multiple tags to be read simultaneously, more quickly and at much greater distances.

For livestock tagging, LF has been the standard frequency for many years.

[Continue Article](#)

## Toshiba Inks Partnership With Brother

Toshiba America Business Solutions today announces its agreement with printing and imaging solutions manufacturer, Brother International Corporation. The partnership equips Toshiba customers with the Brother Workhorse Series A-4 formatted multifunction printers (MFPs), printers and scanners. The full suite of Brother Workhorse Series color and monochrome models and Brother’s portfolio of customized services and solutions are now available through Toshiba’s network of independent resellers and direct sales operations across the United States.

The Brother Workhorse Series present an ideal complement to Toshiba’s award-winning e-STUDIO™ A3-formatted MFPs to tackle the demanding print volumes of today’s small to mid-size businesses.

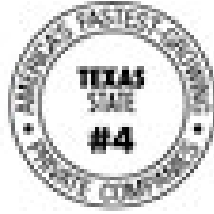
[Read more >>](#)

## Wibmo Inc Launches New Version Of Mobile Payment Ecosystem - Debit, Credit, QR Code, NFC And More

Wibmo Inc, powering one of India’s largest mobile payment solutions, today announced the launch of WibmoPay 2.0, a comprehensive payment ecosystem and marketplace For Consumers. In Addition To Meeting Consumer Payment Needs Whether Online, On Mobile Or In-Store Through Its Various Payment Options, WibmoPay 2.0 Brings Payments And Shopping On One Easy To Use, Frictionless Mobile App.

[Read more >>](#)

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## Asset Tracking Company Named To Inc. 5000 2018

Asset Panda Grows 3551.8%, Joins Inc. 5000 List as a Fastest-Growing U.S. Software Company

Since 2012, asset tracking and management platform Asset Panda has helped customers save thousands of hours and millions of dollars across industries such as healthcare, law enforcement, construction, education, and nonprofit clients. Now, the SaaS company is proud to announce that its rapid growth has landed it at #104 on the Inc. 5000 list, which recognizes some of the fastest-growing private companies in the U.S.

Asset Panda also ranked at #9 in the software category, and hit #4 across all businesses in the state of Texas.

Since 2012, Frisco-based Asset Panda has dedicated itself to making a robust asset tracking and management system that works for its users, not the other way around. The SaaS company's mission statement, after all, is "Helping the world work smarter," a vision inspired by founder Rex Kurzius's experience seeing a delivery boy in India use a smartphone to efficiently conduct business on-the-go.

[Continue Article](#)

## Want It Installed? Just Scan The Bar Code. Do It Yourselfers Get A Hand!

Micro Center, a Columbus-based leader in national consumer and computer electronics, has announced its partnership with Buy It Installed, Inc. Soon, Micro Center consumers will have the ability to scan the Buy It Installed® barcode to purchase their products with certified installation. Buy It Installed® technology gives consumers the ability to simply enjoy products upon purchase without the hassles of finding, vetting, and scheduling an installation professional.

Gone are the days of consumers having to install their products on their own. Despite the apparent allure of taking on "DIY" home improvement projects, the

reality is that the estimated \$2.2 trillion home improvement market is largely split between Do-It-Yourself (DIY) and Do-It-For-Me (DIFM) consumers.

Global studies reveal an emergent surge in DIFM markets, "Structural changes mean consumer-focused DIY retailers are likely to underperform versus the housing markets over the medium term. Shoppers in mature markets are shifting more toward 'Do-It-For-Me' (DIFM), where they pay tradespeople to do home maintenance for them instead of doing it themselves."

[Continue reading >>](#)

## New Solution For UHF Logistics Tags For Japanese Convenience Store Chains

E Ink Holdings, "E Ink" (8069.TW), the leading innovator of electronic ink technology, and Fujitsu Semiconductor Limited today announced the joint development of a reference design board (Product number: MB97R8110) for battery-less ePaper tags. The solution adopts E Ink's low voltage ePaper module and Fujitsu Semiconductor Limited's UHF FRAM RFID LSI, creating an ideal combination to enable battery-less ePaper tag applications.

E Ink and Fujitsu Semiconductor join forces to provide an ideal solution for UHF logistics tags.

This novel application was a collaborative effort between the ecosystem partners, including E Ink, Fujitsu Semiconductor, and Toppan Printing.

[Continue reading >>](#)

## Armor To Acquire Thermal Transfer Ribbon Business And IP From Iconex

Iconex, a leading global provider of receipt and label solutions, and Armor, worldwide leader in coating TTR ribbons for barcode printing, today announced that they have entered into an agreement where Armor, headquartered in Nantes, France, with U.S. headquarters in Cincinnati, Ohio, will acquire Iconex Thermal Transfer Ribbon (TTR) Business and Intellectual Property (IP). The two companies also announced that they have signed a global reseller agreement, under which Iconex will become a preferred global reseller for Armor and its TTR technology.

[Continue reading >>](#)



## Omron Announces Suite Of Traceability Products To Extend Automation Portfolio

With its acquisition of Microscan Systems, Inc., in late 2017, industry-leading automation solutions provider Omron has gained a wealth of barcode reading and machine vision technologies that dramatically boost its overall automation capabilities. Three key traceability-related products from Omron Microscan are now being released as part of the company's extensive automation solutions.

The HAWK MV-4000 smart camera, the MicroHAWK ID-45 reader and HS-360X handheld reader are core components of traceability solutions for automotive and electronics manufacturing, food and beverage packaging, and a plethora of other industries.

[Continue Reading](#)

## Digital Drivers License Getting Upgrades

LA Wallet is already getting a major update after launching July 4. Release 1.3 includes some top user-requested features to make it more powerful and easier to use. With a built-in license verification module, Touch ID and Face ID compatibility, and a few bug fixes, LA Wallet is on its way to become Louisiana's preferred method of identification.

The newest functions are part of LA Wallet's mission to make the app more widely and easily accepted by users, officials, and businesses as well as more secure for users. The VerifyYou™ fea-

ture creates a unique encryption code for each verification instance, ensuring the code cannot be counterfeited for verification. The feature allows anyone with the LA Wallet app to check the authenticity of another LA Wallet digital driver's license. Businesses that deal with age-restricted services can be more confident that they are not serving to underage patrons with forged identification, while users themselves can verify scheduled personal services

[Continue Reading](#)

## Resource Label Group Expands Its North American Footprint Through Acquisition

Resource Label Group, LLC ("Resource Label"), a full-service provider of pressure sensitive label, shrink sleeve and RFID/NFC technology for the packaging industry, today announced that it has acquired Ingenious Packaging ("Ingenious"), a leader in the field of innovative labelling solutions. Terms of the transaction were not disclosed. Resource Label is a long-standing portfolio company of First Atlantic Capital, a private investment firm, and TPG Growth, the middle market and growth equity investment platform of TPG, which joined the Resource Label sponsorship group as a significant investor in May 2018.

Located in Toronto, Canada, Ingenious services customers across the food, beverage, health and beauty, spirits, nutraceutical, distribution, tobacco and pharmaceutical industries.

[Continue reading >>](#)

## RetailSTARx With McKesson's EnterpriseRx Supports ID Tracking For Controlled Substances

CAM Commerce, the preferred point of sale provider for McKesson's PharmacyRX and EnterpriseRX, has added McKesson's new ID tracking for controlled substances to its RetailSTARx point of sale solution.

All 50 states plus US Territories participate in the Prescription Drug Monitoring Program, or PDMP, to combat Prescription Drug abuse. prescription.

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## Keeping Cherries Fresh On Their Way To China Required Supply Chain Innovation

StePac L.A. Ltd. is working closely with its partners to implement a comprehensive supply chain solution for the delivery of fresh cherries from farm-to-fork. The company has joined forces with Tadbik Ltd., Israel, to produce the next generation of modified atmosphere resealable lidding film. The new technology is engineered to extend the shelf life of fresh cherries in aesthetic and functional retail packaging as well as reduce waste. The product will be showcased at the upcoming Asia Fruit Logistica trade show in Hong Kong, September 5-7, 2018, Hall 5, booth #5038.

In this collaboration Tadbik created a "FreshLid" laminated film structure that is sealed to trays containing fresh produce and whose upper layer can be repeatedly peeled back for reuse. The companies then worked together to develop suitable condensation control properties and control film permeability to deliver optimal modified atmosphere compositions (MAP) for high value fresh produce items such as cherries. This innovative packaging will be marketed under the Xgo® line, Stepac's leading retail brand. [Continue reading >>](#)

## TEKLYNX International Improves GHS-Compliant Labeling Efficiency & Accuracy For Shepherd Material Science

TEKLYNX International, the world's leading barcode and RFID labeling software developer and solutions provider, today reported its TEKLYNX CENTRAL GHS enterprise label management software implementation improved labeling efficiency and accuracy for industry-leading materials manufacturer Shepherd Material Science.

The materials manufacturer partnered with TEKLYNX to streamline labeling operations across its three companies:

Shepherd Color Company, Shepherd Chemical Company and Glass Coatings & Concepts. Shepherd Material Science also sought to improve its ability to efficiently and accurately produce labels compliant with the Globally Harmonized System of Classification and Labeling of Chemicals (GHS).

[Continue Article](#)

## Ticketmaster And SF 49ers Use Barcodes To Bring Breakthrough Ticketing Technology To Fans



Ticketmaster, the global market leader in ticketing, today announced an extension of its official partnership with the San Francisco 49ers. Every year, more than 660,000 football fans attend games at Levi's Stadium. Ticketmaster will continue to serve as the official ticketing partner for the 49ers, providing both season ticket holders and single game buyers with a safe and secure marketplace to buy, sell, and transfer verified tickets on the Ticketmaster platform and 49ers.com.

[Continue reading >>](#)

## SATO Launches StoreAdvise To Focus On Intelligent Technology-Based Solutions

SATO, a global provider of auto-ID solutions that empower workforces and streamline operations, has launched StoreAdvise, designed to help retailers use the latest technology and services to automate the store and improve the customer experience.

The organization will offer intelligent software-based retail solutions and services that help retailers refine the in-store shopper experience, improve store operations and increase visibility into inventory, store performance and customer behaviors.

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## Crowdfunding RFID For Pets: Don't Be The Peacock Left At The Airline Check-In Gate

Animals of all kinds play an important role in our lives, and VeRFID Services recognizes that certain tasks with an animal such as traveling, gaining access to an establishment, or moving into a new residence can require information like animal traits, proof of vaccination, training records, and healthcare provider notes.

and businesses can trust.

VeRFID SERVICES IS HERE! Striving to revolutionize the way pets and emotional support animals interact in our everyday lives, VeRFID provides a quick and easy method to identify animal information through their smart pet tag and mobile application.

With VeRFID's new personalized, secure RFID tag and mobile app, we provide reliable verification that owners

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## Lowry Solutions Named To 2018 CRN Fast Growth 150 List

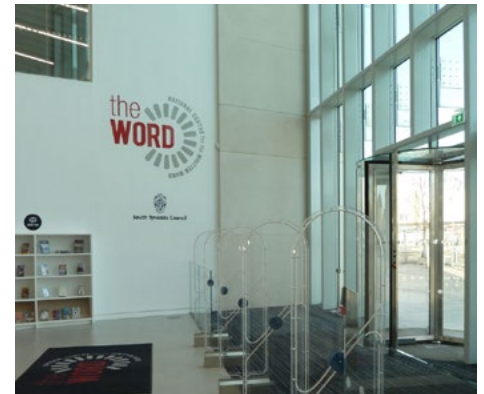
Lowry Solutions announced that CRN®, a brand of The Channel Company, has named Lowry Solutions to its 2018 Fast Growth 150 list. The list is CRN's annual ranking of North America-based technology integrators, solution providers and IT consultants with gross sales of at least \$1 million that have experienced significant economic growth over the past two years. The 2018 list is based on an increase of gross revenue between 2015 and 2017.

The companies recognized this year represent a remarkable combined total revenue of more than \$50 billion.

"We are humbled to have been named with such a prestigious honor," stated Mike Lowry, CEO of Lowry Solutions. "Our team works tirelessly to constantly innovate and stay relevant in the industry. We are proud of our growth and will continue to evolve."

[Continue Article](#)

## D-Tech International RFID Installation Helps Future Proof South Tyneside Libraries



South Tyneside Libraries operate across eight sites. It recognised some time ago that for libraries to survive, they had to evolve; so, a major regeneration project across the borough has seen three of these Libraries move into modern multi-use hubs. A fourth is scheduled to open soon. The latest to open, The Word, National Centre for the Written Word, opened in October 2016 and is a cultural community space that appeals to people of all ages.

Offering an array of activities and facilities The Word has attracted over 400,000 visitors in its first year, has over 70,000 books, and has been the catalyst to unprecedented increases in library memberships and book-borrowing.

If you are future-proofing your library's service offering, it is essential that you ensure your software and equipment is able to cope with demand and technological developments. South Tyneside Libraries always prefers to operate a single supplier solution, where possible, as it simplifies support. This was not practicable, with the interface between its LMS (Capita Alto) and the RFID system, so it sought a provider with an established business relationship. [Continue reading >>](#)

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## MedSpeed Makes Inc. Magazine's Fastest Growing List

Inc. magazine today announced that MedSpeed, a U.S. market-leading provider of healthcare intra-company logistics, made its 37th annual Inc. 5000, the most prestigious ranking of the nation's fastest-growing private companies.

"We are honored to again make the Inc. 5000 list," said Jake Crampton, CEO of MedSpeed. "Our ongoing growth is a testament to the hard work of all MedSpeeders and our commitment to focusing on the patient, who is at the center of everything we move." Crampton concluded, "I am grateful and hum-

bled to be a part of this team as we work together to improve healthcare and ultimately take better care of our communities."

The companies on the 2018 Inc. 5000 are very competitive within their markets, and the list as a whole shows staggering growth compared with prior lists.

[Continue Article](#)

## AIM Creates Blockchain Council

AIM, the trusted worldwide industry association for the automatic identification industry, providing unbiased information, educational resources and standards for nearly half a century, announced today the creation of a new Blockchain workgroup dedicated to explore the emerging technology's place in the future of the automatic identification and data capture (AIDC) industry.

The AIM Blockchain Council (ABC) will be chaired by John Greaves, RF, IoT, & Blockchain Solutions Architect for Lowry Solutions. The group will investigate the opportunities and challenges in utilizing blockchain applications with AIDC technologies, such as IoT and RFID, to improve the traceability, reliability, and security of information.

[Continue reading >>](#)

## New GS1 Digital Link Standard To Help Brands Connect Consumers With Useful Product Information Online

GS1®, the global information standards organization, has ratified a new global Web standard and guideline to help industry optimize the online shopping experience. As businesses begin to deploy solutions leveraging the new standard, called GS1 Digital Link, brands and retailers can Web-enable barcodes and provide consumers with a direct link to brand-authorized product information and content including product images, expiration dates, nutritional data, warranty registration, troubleshooting instructions, discount offers, and more. Additionally, the GS1 Mobile Ready Hero Images guideline standardizes the combination of product images and in-

formation viewed on mobile devices.

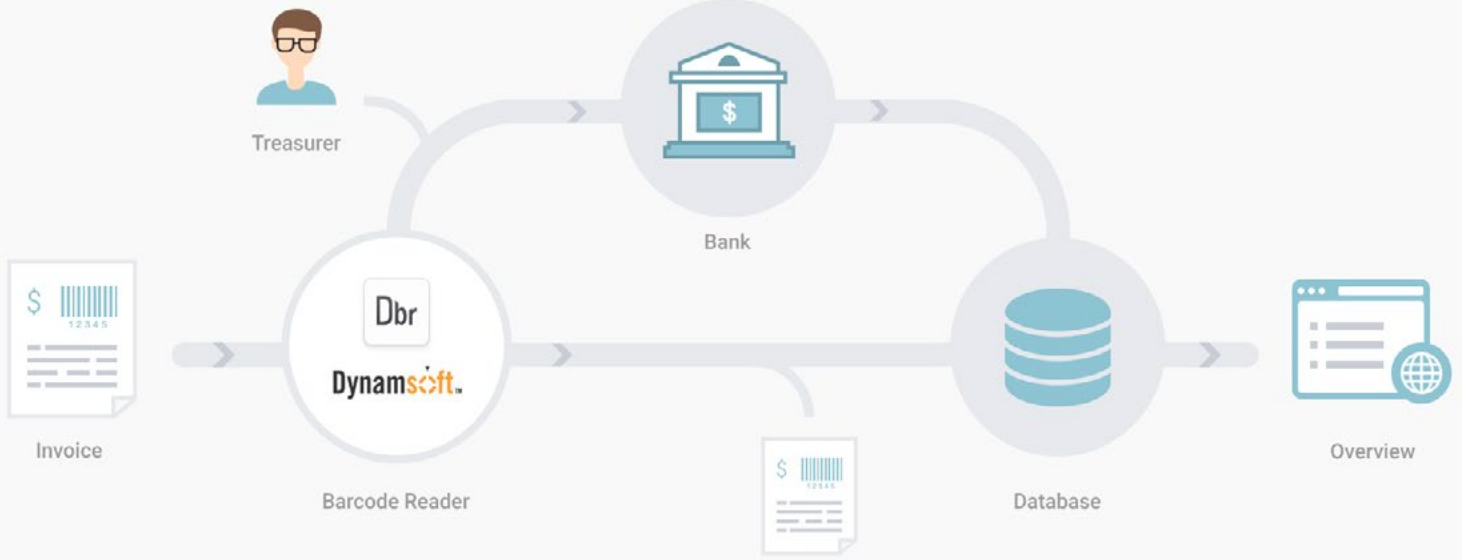
Developed by an international working group of retailers, brand owners, solution providers, and technology experts, GS1 Digital Link is a digitally-enabled, globally-unique identifier resembling a Uniform Resource Locator (URL) or Web address. It leverages the ubiquity of the Web and data carriers, including barcodes or QR codes, to enable solutions that help consumers connect directly to brand-authorized product information instantly via product packaging.

[Continue reading >>](#)

## RFID Helps DIY Retailer Beat Shoplifters And Protect Luxury Range Of Faucets And High-Value Tools

Checkpoint Systems, a leading global supplier of Electronic Article Surveillance (EAS), RFID solutions and Alpha High-Theft Solutions for the retail industry, today announced that its StrapLok solution is helping the largest DIY retailer in Benelux (Belgium, the Netherlands and Luxembourg) to protect its high-end range of faucets and tools.

Praxis, part of the Maxeda retail group, operates a diverse range of outlets, including superstores and small high street stores, and has an online presence. [Continue reading >>](#)



# German Red Cross Uses Barcode Reader SDK To Quickly Automate Barcode-To-PDF Procedure

According to Wikipedia, the German Red Cross, or the DRK, is the national Red Cross Society in Germany. It has more than 3.5 million members and is the third largest Red Cross society in the world. It provides a wide range of services within and outside Germany. This includes providing 52 hospitals, care for the elderly (over 500 nursing homes and a network of ambulant nursing care for the elderly covering all over the country), care for children and youth (i.e. 1.300 kindergartens, full range of social services for children). The German Red Cross also provides 75 percent of the blood supply in Germany and 60 percent of the emergency medical services in Germany. This includes providing first aid training. Its headquarters provides international humanitarian aid (disaster management and development assistance) in over 50 countries in the world.

The German Red Cross office near Lake Constance, just east of Munich, needed barcode scanning to simplify their accounting practices.

## Requirements Needed

The team wanted a barcode scanning tool to use in accounting, to increase productivity by automating certain tasks. To this end, they wanted to be able to start the tool, use it to read data off a barcode, and automatically rename associated PDF files the same as the barcode number.

Initial research started with how to build the tool internally. The team quickly realized creating a barcode scanning application from scratch would be immensely time, resource and cost consuming. Thus, the development team behind the German Red Cross found a solution online – Dynamsoft Barcode Reader.

## A Solution

The Dynamsoft Barcode Reader software development kit (SDK) allows developers to quickly embed full-featured barcode scanning in a web, desktop or mobile application. This can be done using a few lines of code instead of spending months researching and understanding relevant standards and coding thousands of lines.

So, in practically no time at all, the Dynamsoft SDK lets application managers create high-speed and reliable barcode scanner software to meet their business needs. Barcode scanner APIs are provided for Windows (C++ API, .NET API), Linux (C/C++ API), iOS (Objective-C and Swift), and Android (Java API).

Supported barcode symbologies include linear barcodes (1D): Code 39, Code 93, Code 128, Codabar, Interleaved 2 of 5, EAN-8, EAN-13, UPC-A, UPC-E, and Industrial 2 of 5. For 2D barcodes, support is included for: QR code, Data Matrix, and PDF417.

The barcode reader library supports scanning barcodes from various image file formats, such as bmp, jpg, png, gif, and tiff; from single-page and multi-page PDFs; and from device-independent bitmap (DIB) formats which can be obtained from cameras or scanners; from an image encoded as a base64 string; or from an image file stream.

You can also create barcode reading templates with settings such as: barcode region, barcode count, barcode format, de-blur level, and more. These settings allow for customizations specific to your scenario so decoding is more accurately, speedily, and reliably optimized. [READ MORE >>](#)

# WIRELESS CHARGING HELPS RETAILERS

## with millions of devices



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 customers 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

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



## Express Corp

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

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.



## BARCODE SPONSORS

### POSPaper.com

POSPaper.com has established itself as an industry leader by delivering the highest quality products at wholesale prices. With a national network of distribution facilities, POSPaper.com provides the online advantage for all of your business supply needs with delivery from the warehouse closest to your location.



### Janam, Inc.

Janam Technologies LLC is a leading provider of rugged mobile computers that scan barcodes and communicate wirelessly. Janam combines deep industry knowledge with advanced technologies to deliver products with the right features and the right price.



### Dynamsoft Corporation

Founded in Sep 2003 with the aim of being the dynamic center of software developers, Dynamsoft provides enterprise-class version control software, TWAIN software development kits (SDK) and other document imaging SDKs, with numerous generations for each product.



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

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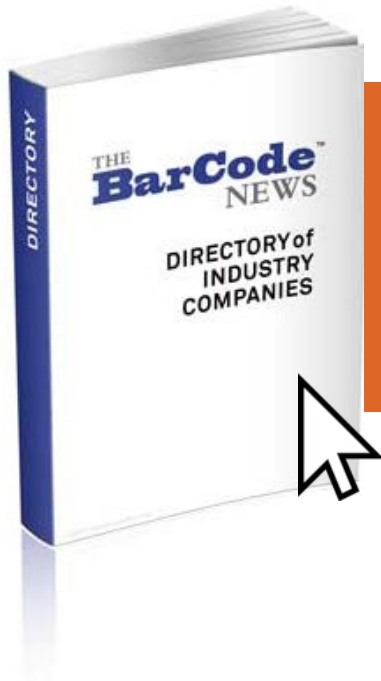
October 14-17, 2018 - Pack Expo International  
Chicago, IL - [Learn more](#)



February 25-27, 2019 - China Vending Machines & Self-Service Facilities Fair | China - [Learn more](#)



April 8-11, 2019 - PROMAT 2019  
Chicago, IL - [Learn more](#)



## 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 feature 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 Systems Integrator.

The directory's database contains roughly 1,600 companies in dozens of countries, providing bar code related products and services of all kinds.

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.

The Bar Code News™ receives 40,000 to 50,000 visitors per month. For information on how to get your product or service in front of them, click on the "Advertise With Us" link at the bottom of any page on Barcode.com.

[Visit the Barcode Directory](#)



**MOHAMMED AMER SHALLAH** [Auto-ID Support](#)

I have been implementing automatic identification, data capture technologies, and mobility for over 20 years in domains of manufacturing, retail, logistics, government and security. The accumulated experience and continuous follow up on latest emerging technologies help me to contribute writings about current trends and highlight challenges. I try to bring up diagrams, infographics, and cartoons alongside each topic to clarify concepts in a simple way. I welcome all comments.



*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

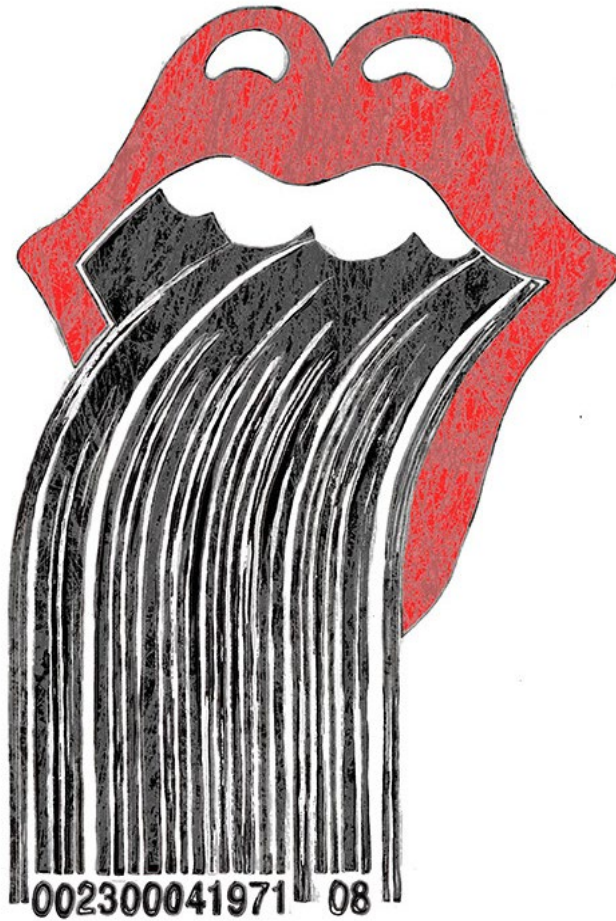
RFID (radio-frequency identification) is constantly being applied in new and exciting ways. These are links to some of our most popular articles about RFID.

[See articles >>](#)

## ▶ LOOKING TO BUY BARCODE EQUIPMENT?

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

[Click here for a free, no obligation quote](#)



*The Rolling Stones Barcode Art by Steven Redwood*

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*The [Barcode.com](http://Barcode.com) website offers over 4,000 articles on a variety of topics including bar code printing, bar code labeling, QR codes, scanners and more. The left side menu offers a search tool as well as other useful links. For case studies use the Solutions link on the top menu. For details about advertising see the footer menu.*

*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](mailto: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](http://www.barcoding.com/about/barcode_employment.shtml)

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

RMS Omega Technologies - <http://www.rmsomega.com/careers/>

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