

Bar Code Verification & GS1 DataBar

November 17, 2009 (Tuesday)

More companies are now required to implement item numbering and bar codes onto their packaging. As the bar codes play a key role in improving efficiency in business operations, **it is vital that they can scan “first time every time”**. Scanners alone are also not reliable as indicators of how well a bar code will scan because there are several types of readers whereas bar code verification looks at the technical specifications and quality of the printed bar code. By understanding how bar code verification works, companies will be able to produce international standards bar codes that can be scan anywhere. *Companies are highly encouraged to bring bar codes to be tested at the optional Bar Code Verification Workshop in the afternoon.*

There are **new bar code symbols** that can identify products that cannot be marked with the current linear bar codes because of space constraints. The **GS1 DataBar is one of the small bar code symbol which has been introduced for products in the fresh fruit, cosmetics and healthcare industries**. The healthcare industry has numerous pharmaceutical products that are physically too small to have the linear bar codes on them. Participants will be able to learn about the new bar codes capabilities, where they are being used and how they are being used.

Programme

9.00am	Registration
9.30am	Bar Code Verification Understanding barcodes from your customer's perspective.
11.00am	Tea Break
11.15am	GSI DataBar Understanding DataBar and its implications for your business. The growth of 2D Bar codes Where and how they are used.
1.00pm	Lunch
2.00pm	Bar Code Verification Workshop Testing of bar codes (Optional)
4.00pm	End of programme

Facilitator

Mr Paul Yarnell, of Axicon Auto ID Ltd, is an internationally renowned expert on bar code quality and a member of the ISO body established to create the ISO 15416 standard for bar code quality. He has been involved with bar codes for the last 35 years. Mr Yarnell's specialize in correcting badly produced bar codes (both linear and 2D). He is also able to provide in-depth information about the new bar code symbols.

Take-Away from this Briefing

Participants will learn about bar code symbol print quality and verification. Companies will be able to improve and produce bar codes that are 100% scannable after this briefing.

Who Should Attend

Key officers, QC personnel, printers, designers, production and marketing staff, and anyone who is responsible for the implementation of bar codes.

Registration

GS1 Member - RM60.00 per person

Non GS1 Member - RM90.00 per person

(10% discount for 5 or more participants from the same organisation)

Venue

Federation of Malaysian Manufacturers, Wisma FMM.

For enquiries and registration, please contact:

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