

# Packaging Accuracy

## 2-Dimensional Codes for Packaging Identification using a Package Coding Management System.



Legislation and Retailer/Supply Chain requirements dictate that product date and traceability codes are an essential and mission critical part of a manufacturing business

Errors in product coding cost cash and alienate customers.

Claricom's Package Coding Management Software (PCMS) cuts these costs and keeps customers happy.

- ✓ Reduced waste
- ✓ Increased accuracy
- ✓ Increased operating efficiency

Claricom Package Coding Management Systems can combine barcode validation and automatic set up of coding and labelling equipment – from consumer unit Use By Date Coding to transit barcodes - to ensure the right product, is in the right packaging, with the correct overprinted information.

*“As a supplier to the major retailers product quality and safety are paramount. We therefore installed a system that would reduce the risk of human error in setting up our coders, while at the same time being flexible enough to cope with a large product range and frequent changeovers”.*

### 2-Dimensional Codes for Packaging Identification

Traditional 1-Dimensional linear codes can be used for packaging identification. It is common practice to use the EAN or UPC point-of-sale barcode, however, where there is not an EPOS (Electronic point-of-sale) code, or where location or orientation of the EPOS code makes this impractical, an alternative is the use of a small and unobtrusive 2-Dimensional Datamatrix code.

Unlike the alternative of a supplementary linear code, a matrix codes such as a 2-D Datamatrix code cannot be read by EPOS systems and therefore eliminates the risk of confusion in store. Furthermore, 2-D barcodes are smaller and omni-directional, which means that they can be read in any orientation, making implementation more practical.



#### A unique artwork reference...

A unique 2-D code to identify each item of packaging will, unlike the EPOS code, confirm both the product and the artwork version; the code can therefore be used to confirm the correct issue, essential for promotional packaging or a product re-launch.

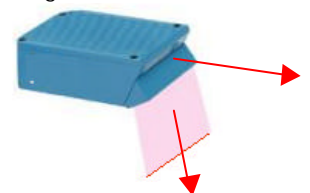


For example, a 14 x 14 code has the data capacity to embed a typical existing artwork copy reference, to identify packaging type, product and artwork version.

A typical minimum element size of 0.25mm will provide 3.5mm x 3.5mm code; there is also a requirement for quiet zones (light margins) as with point-of-sale barcodes.

Dimensions	Datamatrix Code : Information Capacity		
	Numeric	Alphanumeric	
10 x 10	6	3	
12 x 12	10	6	
<b>14 x 14</b>	<b>16</b>	<b>10</b>	* Recommended

Claricom can utilise a red light 650 nm scanner (Laser class 2) which is identical to traditional fixed position barcode reading equipment, which therefore provides for less critical set up requirements and greater tolerance to printed contrast than more competitive camera based systems and without the need for external illumination which one of the most compact solutions available; housing to IEC 801, IP 65 NEMA 12 (weight approx. 900 g (incl. Cable)).



The scanner can have either a front beam or side beam exit window as appropriate and a scan width of 80 mm (3.3") allows a variable position of the coded sleeve or labels and the scanner allows for linear (1-D) and matrix (2-D) codes within the same scanner.

ELIMINATE RISK | ENSURE ACCURACY