



Bar Code Quality

How can you be sure your bar code is right?

You have allocated your number, designed your artwork and printed your bar code. But does it work?

There are over a hundred things that can go wrong in the generation of a bar code and they can all affect its ability to scan.



> Some of the consequences of a bar code that does not scan can include:

- > Need for multiple passes to scan, causing poor retailer sentiment
- > Loss of scan data
- > No sales visibility
- > Removal of product from a store's range
- > Rejection at store or warehouse, due to inability to scan at receipt

STOP THIS FROM HAPPENING TO YOUR PRODUCT

EAN Australia has services available to ensure this does not happen to you.

Accreditation

The EAN Australia Accreditation Program looks at the standard operating procedures you have in place for bar code production. Available to brand owners and print and packaging companies, the program educates you in what makes a good bar code and ensures systems are in place to produce them consistently.

Bar Code Testing

The Bar Code Testing service checks over 80,000 bar codes each year. It evaluates their compliance to EAN-UCC standards and provides an indication as to their likely performance in the marketplace. A written report is supplied against each test including analysis of any problems and how they can be fixed.

Don't let bar code problems be the cause of poor sales performance



To find further information on EAN Quality Services
call 1300 366 033 or via email rjones@ean.com.au
or visit www.ean.com.au

