



# Sidco Labeling Systems

BarCode Hardware, Software & Media

## TECHNOLOGY NEWS

### DID YOU KNOW?

According to a recent BBC NEWS Magazine article, a single pack of chewing gum was the first retail product sold using a barcode and scanner, at a supermarket in Troy, Ohio, in June 1974. It had a conventional linear barcode, unlike the newer 2D ones we have now.

These were first introduced by US firm Intermec Corporation in 1988 and hold far more data in a small space, typically 1,000 characters compared to 20 characters on a traditional barcode.

All barcodes encode a string of characters as a set of bars and spaces. Linear barcodes get wider as more data is encoded, but 2D ones encode data in both the horizontal and vertical dimension.

Visually the barcodes look like lots of small black and white squares in an area similar to the size of a postage stamp.

Unlike standard barcodes, which depend on links to a larger database, they contain a sort of mini-database themselves, which can include information on the product and can be encrypted.

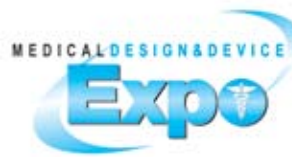


As more data is packed in, the size of the barcode can be increased in both the horizontal and vertical directions, which makes it much easier to manage the shape of scanning. Data can even be read if part of the barcode label is damaged.

This technology is being used in a wide range of applications, from buying postage online to food

packaging for use in Smart Ovens, which tell the oven how to cook the food.

### MEDICAL DESIGN & DEVICE EXPO



Sidco Labeling staff was kept busy at the recent MD&D Expo, held at the Santa Clara Convention Center. Be sure to mark your calendar, now, for next year's show to be held September 18-19, 2007. The Show proved to be an excellent venue for Attendees and Vendors alike, to network with fellow specialists in the Medical Device industry. Sidco had the opportunity to showcase their InveTrak ERP system and Sidco's process of software validation. Please call to receive more information.



### RoHS COMPLIANCE

Have you considered adding RoHS compliance labels to your products? July 1, 2006 was the compliance date for products. Companies that are in compliance have a competitive advantage. Compliance labels allow component manufacturers to easily prove that they have taken the contaminants out.



Currently, although Europe appears to be the only one pushing this legislation, environmental product compliance is catching on globally. The public is demanding that products be more environmentally friendly. Get a head start now, so that your company does not have to play "catch up" later.

INNOVATIVE LABELING & BAR CODE INTEGRATION

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