



PALADINID

Make Your Mark

Barcode Verification White Paper

Barcode verification is more than simply scanning a barcode as it comes out of your printer.

Because you are only testing that one barcode with one model of scanner in a fixed environment, just scanning the barcode tells you very little about how that code will perform in the field. Verifying a barcode symbol tells you virtually everything about how that specific code, and those printed in the same lot, should perform in any environment, with a wide range of equipment. While scanning is simply machine recognition of encoded data, verification is an analysis of the encoding of that data.

Verification is so critical that National and International Standards organizations have developed specific guidelines or methodologies to measure barcode symbol print quality.

Verification is a process of:

1. Measuring the print quality of a known symbology against the symbology specifications or standards.
2. Decoding the barcode symbol.
3. Ensuring correct data structure and content.
4. Visually inspecting the code to ensure proper layout.

Verification takes time, but it represents much more than just an extra step in the process.

Verification is a process that actually helps reduce steps down the line. We have all seen frustrated cashiers who try to scan an item multiple times only to have to key the number in by hand. How much productivity is lost by a failure to read the barcode symbol with the first pass? How about the second or third attempt? What if the number the cashier enters is incorrect? If you consider the costs associated with lost productivity, barcode verification becomes a very prudent investment.

Adding verification to your automated data collection process will:

1. Improve first pass scanning accuracy.
2. Increase data base integrity through reduced operator error.
3. Ensure the correct structure of data on the barcode symbol.
4. Accelerate the return on investment of your automated data collection process.



Verification does more than improve your bottom line.

Every day, more and more companies are using automated data collection processes to improve productivity and reduce cost. The barcode symbols you print and distribute to your customers – either on your product or its packaging – are a statement in black and white of the role that quality plays in your business. Consequently, you need to ensure that every barcode symbol is high quality and the data it holds is accurate and structured correctly.

Verifying the quality of the barcode symbols you send to your customers will:

1. Improve your value to your customers
2. Demonstrate your commitment to their business.
3. Reduce rework costs, fines and productivity losses for you and your customers.

Verifying barcode symbols before they leave your facility and get into the material flow is critical, but the goal should be to verify printed barcode symbols as soon as they are generated. The best verification programs include testing right at the printing stage either with an integrated, on-line verifier or a hand held unit. This helps ensure that any irregularities or printing errors are corrected before substandard barcode symbols get mixed with other lots. The further away from barcode symbol generation you go before verifying, the higher the risk that the data integrity and productivity of your entire operation has been compromised.

Selecting Verification Equipment

Once you have decided to start a verification program, you must choose equipment that is appropriate for your business. The fact is that every business is different and you probably didn't start your business because of your vast knowledge of bar coding. You should know that PaladinID has been a leader in barcode verification, printing and scanning for over 10 years. This means that you can count on us to help you through the development and implementation of an appropriate verification program. PaladinID offers a wide array of verification hardware and accessories for your next verification project. Contact us today at 603.527.0256 or tburrell@PaladinID.com to talk to our verification experts about adding this technology to your operation.

Thank you for your interest in PaladinID, LLC. We are here to help you “Make Your Mark.”

Toby Burrell

If you found this report useful, pass it along and “Spread the Word”!