

## Barcoding & Mass Serialisation -

### A One Day Course - 14th October 2014

Barcoding, traditionally a means of stock control, is evolving and increasingly being used in more imaginative ways in areas such as marketing and anti-counterfeiting! To help keep you up-to-date with these innovations, Design Cognition are proud to announce that we have now partnered with the world leading barcode verification solution provider Axicon. This one day course will provide a really practical hands-on view of a wide range of barcodes and their applications. It will include hands-on demonstrations of the verification equipment in use and your chance to use it yourselves. We will cover EAN, 2D Data matrix, QR codes, Aztec codes and others. So whether you just need to understand the basics, or are looking for other insights into this exciting and evolving area of technology and ideas on how you can use them in the wider business context, this course is for you!



#### Who should attend

Packaging Technologists

Account Managers

Packaging and Product Designers

Project Managers

Project Engineers

Purchasers & Buyers

Quality Assurance & Control Personnel

New Product Development Personnel

#### Course Content

##### Global Standards -

- Barcode choice
- Retail (UK & Overseas), Traded Units & Pallet labels
- Global Standards: Genspec & others governed by relevant authorities

##### Barcode Applications -

- Outer Case barcodes
- Retail barcodes
- Packaging barcodes
- Data Matrix barcodes

##### 'Linear' barcodes -

- ITF14, GS1-128 (formerly EAN-128), EAN-13, EAN-8, UPC-A, UPC-E, etc
- Specialist - CIP39, PZN, HIBC & IMH
- Laetus & Belgian pharmacodes

##### 2D data matrix codes -

- Data Matrix v Linear - Similarities and differences
- Code elements
- Symbol quality
- Error detection
- Data encodation
- Symbol construction
- Interactive training with desktop verifiers

##### Future Opportunities-

- Present & future opportunities - Mass serialisation and marketing codes (such as QR codes etc)

By the end of this interactive course you will have :

1. A good understanding of the different codes available, their application and strengths & weaknesses of each.
2. An appreciation of the similarities and differences between linear and data matrix bar codes.
3. Practiced reading codes on a desktop verifier in a controlled environment.
4. An insight into the future potential and possibilities for the 'next generation' bar code technology.

#### Booking Price £495 +VAT

Fee includes a full set of course documentation as well as refreshments and lunch

Venue: Nottingham, UK. For further details or to register: Email: [training@designcognition.com](mailto:training@designcognition.com) or

Telephone: +44 (0)115 846 1914 or Visit: [www.designcognition.com/training](http://www.designcognition.com/training)

(NB places cannot be reserved without full payment)