



# newsletter

The management  
Newsletter for all  
industries involved  
with bar-code  
scanning and  
related  
technologies.

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### SCAN-TECH Europe 84....

....is definitely on the road; dates and venue have been fixed, details of the show are being organised. Earlier this year (SCAN/IE Jan 84), we announced outlines of the plans. Everything has turned out much as expected. The show (conference and exhibition) is being sponsored by the Automatic Identification Manufacturers, Inc. (AIM/USA). No European funding is being sought as back-up support.

Paul Berge, Symbol Technologies International, and chairman of the SCAN-TECH Europe 84 steering committee, has given us the details. The show takes place on 6-8 November 84 at the RAI Congress Center, Amsterdam, The Netherlands. The exhibition will be for two days on 6 & 7 November. The conference runs over the three days, with the sessions following the pattern of one-half day, full day, one-half day. Main subject areas to be covered are: symbology; applications (with user speakers); military; quality assurance. We'll give you more details of the programme in a month or two.

Bill Hakanson, Shea Management, Inc., with management responsibilities for AIM and the SCAN-TECH shows in the United States, tells us that AIM has agreed to sponsor the European show and has set minimum targets of 50 exhibitor booths and 350 conference delegates.

Based on these targets, the exhibition would be about the size of the first bar code scanning show, SCAN-TECH 82, held in Dallas. The realistic target of 350 delegates should be met, according to those that we have spoken to. Paul Berge tells us that 200 square metres of space has already been booked. An allocation of up to 1,000 square metres is currently available.

Organisation for the show is being handled by professionals in trade show and conference management: Ian Smith Marketing. An exhibitor's brochure is now available in English/French/German. Space will be allocated on a first-come, first-served basis, so if you are interested, early contact is advisable. Although no details are yet available about the conference, it might not be a bad idea to register that interest too.

Ian Smith (also Anne Simpson), Ian Smith Marketing, Old Vicarage, Haley Hill, Halifax, HX3 6DR, England: UK 'phone (0422) 59161, Telex 517250 ISMARK.

Over the last few issues....

....we have published information about the number of scanning stores, in particular EAN countries. It may have appeared as a patchwork of information: a detailed item in one issue, only a sentence or two in another. Sometimes the constraint was space but often it was because the information was not available -- not just to us, but even in the country concerned. Our view has been that it is preferable to publish available up-to-date information rather than await the comprehensive details that we all desire.

We are now in the position to provide a more complete picture of the number of scanning stores across all the EAN countries, thanks to the raw data supplied by the International Article Numbering Association EAN. We still have no details of the number of scanners nor market share by equipment supplier. We have been criticised by some equipment vendors for not regularly publishing details of market share information, but we do not fabricate the statistics; we only publish existing data. If, in our judgment, the data is so incomplete as to make comparisons inequitable, our practice has been to publish nothing.

These figures provide the latest known details from 23 countries. Besides the number of stores, the table also gives details of membership by manufacturers in each EAN coding authority. There may be a two or three month difference in the survey dates of different countries and the store survey and the membership survey may have been carried out at different times.

	<u>Scanning Stores</u>		<u>Manufacturer Members</u>	
	<u>Jan 83</u>	<u>Jan/Feb 84</u>	<u>Jan 83</u>	<u>Jan/Feb 84</u>
Japan	914	2700	1434	4403
Germany	69	179	3730	4589
France	49	176	1350	1600
Netherlands	51	92	569	680
United Kingdom	42	87	1268	1655
Belgium	41	76	484	581
Sweden	20	45	346	466
Australia	15	41	841	988
Austria	8	32	519	856
Spain	2	29	170	469
Italy	7	18	382	1046
Switzerland	12	14	351	382
Luxembourg	12	12	*	*
New Zealand	0	8	193	375
Norway	0	8	85	207
South Africa	0	3	0	135
Denmark	0	2	183	430
Finland	0	1	78	161
Ireland	0	1	N/A	115
Czechoslovakia	0	1	0	N/A
Yugoslavia	0	0	4	4
Israel	0	0	0	N/A
Hungary	0	0	0	N/A
TOTAL	1243	3525		

\*Belgium and the Grand Duchy of Luxembourg are combined.

The growth in the number of scanning stores (+183%) is across most of the board. Although the greatest increase in stores took place in Japan, the actual rate of growth is not dissimilar from the rest of EAN community (+195% Japan, +151% the remainder). For the first time, the EAN installations for the year exceeded the UPC installations. (It would be necessary to see figures of the number of scanning lanes before attributing too much significance to this.) What is without question is that the EAN market has expanded two-fold in just over a year. There were 2282 installations completed in 1983 (1046 in 1982). The figures as of January 82 are given in SCAN/IE May 83.

Notable among the seven countries to install their first scanning store in 1983, is the one store in Czechoslovakia. Scanning in a Comecon country; who would have predicted this, even two years ago?

The growth in manufacturer membership continues. There are four countries (Denmark, Japan, Norway and Sweden) where manufacturers do not join the coding authority directly; membership is through trade associations. The table shows the number of manufacturer numbers allocated to the associations in these countries. It is thus possible to compare year on year growth for a country, but comparisons between some of the countries are tenuous.

#### Ever since SCAN-TECH 83,....

....in San Diego, there has been a general buzz about the creation of an international bar coding organisation. We have covered the subject a number of times (SCAN/IE Dec 83; Jan 84; SCAN Jan 84) and have been ardent supporters. It now looks as if some form of AIM International will be established over the next few months.

AIM, Inc. (USA) has adopted a very generous stance. Executives of AIM, Inc. have travelled to Europe to discuss details; visits to the United States are taking place. There is talk of licenced use of AIM material but with no exchange of money.

We have promised the planning groups that we will withhold additional details until plans have been formalized. Specific decisions are expected during the next few weeks and we will expand on them in our next edition.

#### Skan-A-Matic....

....has brought off quite an ambitious expansion plan in the United Kingdom. The business has recently moved to a new site with 10,000 sq. ft. product facilities at East Grinstead. The initial plan is to service the UK market and manufacture the SAMark IX range of pens and the D2 and D5 range of readers. Later this year production will be extended so that the complete range of Skan-A-Matic products is manufactured in the UK. To our knowledge this will be the first European manufacturing base for an American bar coding equipment manufacturer's full range.

Keith Hynard, Sales and Marketing Director, tells us that the plant will be the European manufacturing and support centre for Skan-A-Matic. Computer links have been established with the company's main office in Elbridge, New York, so that development and servicing work can benefit from a broader knowledge base.

A distribution deal has also been signed with Eyetech Security Print, Ltd. to distribute Skan-A-Matic products in the East Midlands and the Northeast of England and in Scotland. An attractive market is the area known as "Silicon Glen" where many hi-tech electronic businesses are based.

Skan-A-Matic Limited, Charlwoods Road, East Grinstead, West Sussex. RH19 2HT, England; UK 'phone (0342) 313622; Telex 957051 SKANAM G.

Eyetech Security Print Ltd., Dukesway, Teeside Industrial Estate, Thornaby, Cleveland TS17 9LT, England; UK 'phone (0642) 760306; Telex 556217.

#### When we reported the departure....

....of the management of Intermec France to set up their own operation, Barcode Industrie (SCAN/IE Oct-Nov 83), David Allais, President of Intermec (Lynnwood, WA, USA) was not forthcoming when interviewed about his company's plans in France. Since then, there have been no announcements and no information about a new Intermec operation in France. The market is too important to ignore, so something must have happened.

The first inkling we had that anything had taken place was when we received a press release from France about some Intermec products. We know that the name of the business is Intermec Systemes, and it is headed by Alain Macaigne. But we have been able to find out little else in terms of the company's operations, products or distribution.

Intermec Systemes, 64-66 Boulevard de Stalingrad, 94400 Vitry-sur-Seine; French 'phone (1) 671 00 49.

#### There is a line....

....in an old English nursery rhyme which goes like this: "...If you haven't got a penny, then a ha'penny will do...." Well it won't, not for much longer. The half penny is to be phased out by the end of 1984. This will have an impact on variable weight products and we have yet to hear how the UK's variable weight/variable price EAN bar code structure will change.

So far as the weighing equipment is concerned, the UK's Weight and Measures Department has allowed, for an interim period only, the retailer to blank out the one-half pence display. In the long term, it will be necessary to adopt new whole pence rounding rules. Herbert and Sons claims that its new Lion Digital scale printer system is the first to be approved with rounding to the nearest whole penny.

The Lion Digital forms part of what Herberts call the Lion Variable Transaction Systems (LVTS). LVTS is an integrated system for variable weight products covering all systems aspects from the back door to the checkout in a supermarket. The company also has a distribution arrangement for Norand portable terminals and scanners. These devices form part of the LVTS approach.

Herbert and Sons, Ltd., Rookwood Way, Haverhill, Suffolk CB9 8PD, England, UK 'phone (0440) 703551; Telex 817931.

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