



newsletter

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

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The list of suppliers....

....who have already booked exhibition space at SCAN-TECH EUROPE 84 reflects the international and multi-national nature of the bar code industry. The multi-national aspect is emphasised by the fact that corporate or group stands have been booked by an office in one country with the costs and manning of the booth to be shared with other national affiliates. This novel approach will ensure that the exhibitor personnel of the multi-national businesses will be able to cope with most languages used by conference delegates. There will be personnel on the stands from Belgium, France, Germany, Italy, the Netherlands, Sweden, the United Kingdom, and the United States, and with at least indirect representation from Japan.

A full catalogue of bar coding products will be on display: film masters, labels, label printers and applicators, verifiers, readers (from light pens and hand-held scanners to the large industrial fixed beam scanners), portable and fixed terminals, systems integrators -- in fact every element of a bar code system. Also on show will be presence/absence code reading equipment. As we went to press, 31 companies had signed up for 66 booths, with over 35 booths still available:

Barcode Industrie	Ergi	Metrologic
CIKAM	Esselte Meto	Sato
Codeway	F & O Electronic Systems	Skan-A-Matic
Compu Inc.	Hewlett Packard	Soabar
Computer Identics	Insta Read	Spectra Physics
Control Module	Intermec	Stork Graphics
Data Composition	Kings Town Photocodes	Swedot Systems
Datalogic Optic Electronics	Markem	Symbol Technologies
Data Specialities	Matthews International	Systel International
Datronic	Melles Griot	Visolux Electronik
		Willett International

The conference session topics will include: bar code symbologies; printing; bar code reading and scanning; bar code applications; military applications and quality control.

Some of the logistical details: 6-8 November 84 (conference sessions all three days; exhibition 6/7 November) at the RAI International Congress Centre,

Amsterdam; registration fee at the current discounted rate of 1150 Dutch florens (about \$375). The conference organisers have block-booked hundreds of hotel rooms at an attractively priced packaged deal. If you try to book it yourself there's a risk of being told "there's no room at the inn".

We will be reporting more details on the conference speakers next month. Contact: Ian Smith Marketing, Ltd., The Old Vicarage, Haley Hill, Halifax HX3 6DR, West Yorkshire, England; UK 'phone (0422) 58161; Telex 517250 ISMARK.

AIM (UK)....

....has been established. The first trade association dedicated to automatic identification, outside North America, was formed at an inaugural meeting held 27 June. The new association has 23 member companies (20 full, 3 associates). Although the list includes subsidiaries of American companies and UK distributors of American equipment, it also includes a significant number of UK national businesses. Membership is expected to grow over the next few months as the presence of AIM (UK) is felt.

AIM (UK) -- this is not an abbreviation, but the full name of the association -- is affiliated with the Automatic Identification Manufacturers, Inc. (AIM/US), but it is a self-governing body. Cooperation has been the keynote of the relationship between the two organisations but there is a real sense of, and striving for, self-dependence in the UK. All AIM (UK) members are aware of the considerable assistance from AIM/US.

The criteria for full membership are different in the UK. There is no requirement to be a manufacturer: it is sufficient to be a supplier "of equipment, systems or supplies". The emphasis is on the automatic identification industry. The elected council members of AIM (UK) are: Mark Marriott, Chairman (Numeric Arts); Keith Hynard, Deputy Chairman (Skan-A-Matic); Roger Lavery, Treasurer (Intermec UK); Tony Berry (Sandvik Process Systems); David Drinnan (Markem Systems).

Among the initial activities planned by the association are promotion of the industry in the marketplace, publication of technical literature, educational seminars and a major UK conference and exhibition, scheduled for Spring 1985.

Comment

We wish AIM (UK) every success. We have favoured the formation of such a body for some time. Considerable efforts have been made over the last few months to get this far. Vested company interests have been put aside to establish an identity for the industry. AIM (UK) will provide British firms with a voice in an international industry.

Two more EAN countries....

....have broken through the 100 store barrier for scanning retailers. The latest figures from the EAN affiliates in the United Kingdom (117 stores) and the Netherlands (115 stores) also suggest that the rate of installations is accelerating. First the UK figures, which break out the market share held by equipment suppliers, comparing June 1984 with February 1983:

U N I T E D K I N G D O M

	Total Installations				Checkouts	
	Feb 83		June 84		June 84	
	#	%	#	%	#	%
IBM	21	48.9	44	37.6	447	48.5
DTS	9	20.9	29	24.8	176*	19.1
NCR	1	2.3	14	11.9	123	13.4
ICL	8	18.6	9	7.7	40*	4.3
Sweda	1	2.3	6	5.1	33	3.6
Datachecker/Hugin	-		3	2.6	35	3.8
ADS (Anker)	-		3	2.6	8	0.9
TEC	3	7.0	3	2.6	6	0.7
Real Time Control	-		2	1.7	33	3.6
Omron	-		2	1.7	16	1.7
Hugin	-		2	1.7	4	0.4
Total	43	100.0	117	100.0	921	100.0

*Estimated

NCR has gained its new installations from a mixture of retailers. The dominant vendor is still IBM, mainly due to the 9 Tesco stores averaging 25 scanning lanes per store; and the 29 Victor Value stores (also part of the Tesco group) with 5 scanning lanes each. What is beginning to show is that more retailers are taking their first steps, with over 30 companies now involved with at least one scanning store. Among the retailers, Sainsbury is an enigma. It is still testing equipment and now has 3 stores scanning, each with equipment from different vendors: IBM, ICL and Sweda. It also tried out NCR equipment.

Our first available detailed report (as of May 84) from the Netherlands makes a useful contrast.

	T H E N E T H E R L A N D S (5/84)			
	Total Installations		Checkouts	
	#	%	#	%
DTS	46	40.0	164	34.2
NCR	27	23.5	145	30.3
TEC	15	13.0	58	12.1
IBM	10	8.7	66	13.8
Nixdorf	9	7.8	26	5.4
Sweda	5	4.3	17	3.6
Omron	1	0.9	2	0.4
Roneo Alcotel	1	0.9	1	0.2
Ekas	1	0.9	-*	-
Total	115	100.0	479	100.0

*Not Available

The vendor rankings for the two countries are very different reflecting the typical store sizes for each: average number of checkouts/store in the UK is about 8; in the Netherlands about 4. DTS and TEC are strongest in the smaller stores; NCR and IBM in the larger ones. Also of note is the multiplicity of retailers already scanning in the Netherlands -- many more than the UK.

The extent of Intermec's re-organisation....

....of distributor arrangements (SCAN Jun 84), is not limited to the United States. The corporate policy and philosophy has been changed to put the name "Intermec" on bar code scanning products, and the companies that sell them. Already, some distributors have changed their names to incorporate "Intermec".

Bill Munroe, Intermec's International Product Manager, told us of some of the changes. Throughout the conversation he stressed the concept of "a family of businesses, a family of people". Intermec Corporation does not own these distributor organisations, nor does it have plans in that direction. Sometimes it has a large minority stake, sometimes no shareholding at all. The bilateral agreements are designed to meet local situations, and each business will remain independent. Intermec is the family name which bonds these independent businesses together providing a sense of shared responsibility. The uniqueness of Intermec's philosophy is that the name and the products and the people form the basis for this ethos.

Cross checking with some of the distributors we get the impression that they favour the move. What Intermec gains is a corporate identity throughout the world, and a structure for working towards corporate goals. By retaining local independent distributors, Intermec also gains local expertise in the marketplace and, above all, local motivation. For example, Intermec Systemes, the new Intermec distributor for France, is already a well-respected member of the family. Alain Macaigne (President), Didier Mougel (Technical Director) and their team are successfully re-establishing Intermec's presence there. Intermec Systemes, 64-66 BD de Stalingrad, 94400 Vitry-Sur-Seine, France. 'phone (1)671-00-49.

In Ireland Intermec UK has announced the appointment of Declan Computers as exclusive distributor for that country. Declan already specialises in supplying IBM and DEC compatible computer systems. Declan Computers Ltd., Declan House, 30 Upper Merrion Street, Dublin 2, Eire; Irish 'phone: Dublin 765605.

The extent to which....

....cooperation arrangements between different supplier companies is necessary is illustrated by a recent bar coding installation at a Scottish distillery. Justerini and Brooks Limited, best known for its J & B Scotch whisky has the headache -- or hangover(?) -- of keeping track of 400,000 oak casks of maturing whisky. These have to be stored from 4 to 7 years before blending, and sometimes for up to 20 years. Knowing exactly what is in the cask, and where the cask is located, is essential for an efficient operation and to satisfy customs and excise requirements. Recently, the excise has placed greater responsibility on the distillers to maintain records.

In a new system, put together by Numeric Arts, each cask is identified with a bar code label produced in-house. The labels are self-adhesive, vinyl laminated, and for additional security -- 20 years is a long time -- are also stapled to the oak cask. At stock taking, since perpetual inventory is essential, portable laser scanners are used to capture the cask ID. The bar code equipment consists of Symbol Technologies' Laserwand, Telxon 790 Portable Terminal, a Scanmark Bar Code Printer. The system was supplied by Numeric Arts. You could say, a "blend" of equipment for one of the blends of Scotch whisky.