

INTERNATIONAL ARTICLE NUMBERING ASSOCIATION E.A.N.



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# ANNUAL REPORT 1983

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## **ANNUAL REPORT 1983**

1983 was characterised by continuing consolidation of consumer unit numbering and scanning and by major progress in other applications of article numbering.

Three more countries joined EAN: Czechoslovakia, Hungary and Israel.

Special attention was given to the problems and opportunities associated with the growing size of the Association. An Extraordinary General Meeting was convened to discuss the «World Structure of EAN».

Significant progress in the numbering and symbol marking of both despatch units and general merchandise was achieved during the year.

In 1983 the majority of EAN Numbering Organizations saw a rapidly increasing membership. The symbol marking rate and number of scanning stores also grew significantly around the world. By the end of the year a total of more than 3.000 stores in EAN countries were using scanning at the point of sale.

Several EAN countries are active in the development of communication systems and of arrangements for the exchange of sales data between trade and industry.

A synopsis of the year's activities in each member country is given in the appendix.

## GENERAL ASSEMBLY

The General Assembly of EAN met in Zurich on 27 May 1983, under the chairmanship of Mr. A. HEIJN.

The General Assembly approved the annual report and the accounts of 1982, as well as the budget of 1983. It was informed of the activities of the Executive Committee and of the several working parties, of the implementation of the system in the member countries and of the EAN/UPC relationship.

Messrs. A. HEIJN and J. COLLIN were unanimously reelected as president and vice president of EAN.

The «EAN specifications for the numbering and symbol-marking of despatch units», incorporating a number of modifications and additions since the General Meeting 1982, and a «Gentleman's agreement on the implementation of these specifications» were approved. The members of the Assembly exchanged information concerning national legislation on individual item pricing. The General Meeting considered that it is essential, to convince governments not to impose individual item pricing, otherwise one of the major benefits of the EAN system would be eliminated.

The CZECHOSLOVAK CHAMBER of COMMERCE AND INDUSTRY in Prague was accepted as 19th member of EAN.

The members of the General Assembly were invited to formulate their comments and suggestions concerning different questions linked to the new organizational structure of EAN. The discussions turned mainly on the following questions:

- What will be the new criteria for apportioning fees and voting rights?
- How many members will the future Executive Committee have?
- How will the General Secretariat be reinforced?

Given the importance of these questions, the Assembly decided to convene a second General Meeting fully dedicated to the problems of the new organizational structure of EAN.

The General Assembly met for this purpose in Paris on 2 December 1983.

The results of this meeting can be summarized as follows:

- The meeting decided that the accounts of EAN will henceforth be verified by a certified public accountant.
- A new budget approval procedure will be proposed.
- The fees and votes will henceforth be calculated on the basis of following 3 criteria:
  - population
  - gross national product
  - the number of years of membership in the Association

- The meeting considered that the General Secretariat needs to be reinforced by additional clerical and technical staff. Whilst this objective is being achieved, a Coordinating Committee will be set up.

This transitional solution will operate for 2 years.

During this General Meeting, the ISRAEL CODING ASSOCIATION was accepted as the 20th member and the HUNGARIAN CHAMBER OF COMMERCE was accepted as the 21st member of EAN.

Finally, the General Meeting decided to form a new working party: «EAN development in the Asia/Pacific region» in order to investigate the specific problems and to promote the EAN system in this region of the world.

## **EXECUTIVE COMMITTEE**

The Executive Committee met 3 times in 1983:

- in Cologne on 24 March 1983
- in Salzburg on 9 September 1983
- in Paris on 1 December 1983.

The main task of the Executive Committee was to examine the reports of the Working Parties and to propose guidelines based on their conclusions.

The following points were also examined by the Executive Committee in the course of 1983:

- Preparation of the matters to be dealt with in the General Meeting of 27 May and 2 December 1983.
- Examination of surveys organized by the Secretariat:
  - Influence of price changes on the EAN numbering.
  - Systems of standardised article numbers
  - National uses of prefixes 02 and 20 to 29.
  - Developments concerning the harmonization of the company identification.
  - The coding of pharmaceuticals.
- Coding in the photographic industry
- Allocation of prefixes to the new member countries.
- Actions with respect to the EAN/UPC compatibility.
- Influence of lasers on the health of consumers and on fresh food.
- Information regarding new domains for the use of symbol marking
- National developments:
  - Scanning and symbol marking
  - Exchange of sales data.
  - Communication systems.
  - Legislation and price-marking

## **WORKING PARTIES**

### **\* Despatch units**

Members: Messrs. A. HUSI - Chairman  
E. BOONET - EAN  
D.A. CLAUS - UAC  
B.C. ENGBERG - CCG  
K.H. HAGEN - CCG  
M. LAPLANE - ESTAC  
O.E. MARTZ - SACV  
G. MERCIER - GM CONSULTANTS  
B. PASSAD - SWEDISH EAN COMMITTEE  
A.T. OSBORNE - ANA  
T. WILSON - UPC

The working party met 3 times in 1983. A smaller working party composed of Messrs. A. HUSI, M. LAPLANE, A.T. OSBORNE and G. MERCIER met also several times in order to discuss specific problems.

The different stages in the 1983 proceedings were as follows:

- Completion of the Despatch Units specifications and of the Gentleman's agreement on the implementation of the specifications for submission to the General Meeting of 27 May 1983.
- Preparation of «Guidelines for symbol-marking despatch units»
- Drafting of a working note on the numbering and symbol-marking of variable measure despatch units.
- Examination of specific matters:
  - \* The numbering of shrink wrapped despatch units.
  - \* Add-on coding
  - \* EAN symbol with magnification factor larger than 2.
  - \* Marking of in-store numbers on despatch units
  - \* Preparation of questions to be submitted to the equipment suppliers.

### **\* General merchandise**

Members: Mr. B. PASSAD - Chairman  
Mrs. T. ANGUE - GENCOD  
Mr. E. BOONET - EAN  
Mrs. E.M. BRAUNSTORFER - EAN-AUSTRIA  
Messrs. K.H. HAGEN - CCG  
J. KROESEN - UAC  
L. LAGUESSE - ICODIF  
M. LAPLANE - ESTAC  
O.E. MARTZ - SACV  
A.T. OSBORNE - ANA

The Working Party met 3 times in 1983.

The working party essentially dealt with the following problems:

- Further examination of the national proposals for a solution. These can be divided in two categories:
  - The «explicit» solutions: the EAN-13 number only identifies the type or the model of the article, while specific information (as e.g. size and colour) is expressed in additional numbers.
  - The «implicit» solution: the EAN-13 number identifies the article at the lowest level (i.e. the level of stock keeping unit).
- Presentation of a report to the General Meeting of 27 May 1983. The conclusions of this report were as follows:

«EAN recommends that every consumer unit should be identified and symbol-marked at the lowest level so as to respect the basic principle «one article (or variant of an article) ⇔ one EAN number». All efforts have therefore to be made in order to progress towards a unique identification of every stock keeping unit of an article».
- Discussions concerning the need to investigate a price-symbol solution (in-store marked) for general merchandise. Examination of symbol-marking solutions (add-on numbers, version D, etc...)

#### \* **Worldstructure**

Members: Messrs. R. LIEBY - Chairman  
E. BOONET  
K.H. HAGEN  
A. HEIJN  
A. HUSI  
R. SHAW

The working party met 5 times in 1983. The working party essentially dealt with the following problems:

- Verification of the EAN accounts.

The EAN accounts will henceforth be verified by a certified public accountant.
- Budget approval procedure.
- Completion of an internal regulation for the calculation of fees and votes. Fees and votes will now be fixed on the basis of following 3 criteria:
  - population
  - gross national product
  - number of years of membership of EAN
- Adaption of the statutes in order to include the new procedures of accounting control and calculation of fees and votes.
- Drafting of several proposals for the adaptation of the organizational structure of EAN.

- Examination of the proposal «EAN control in Asia» brought by the Japanese Numbering Organization.

An Extraordinary General Meeting was convened in December 1983 in order to discuss the several proposals of the working party.

#### \* **Harmonization of the communication systems**

Members: Mr. J.P. Chr. DE VRIES - Chairman  
Mrs. T. ANGUE - GENCOD  
Messrs. E. BOONET - EAN  
O.E. MARTZ - SACV  
A.T. OSBORNE - ANA  
K. SCHULTE - CCG

This working party started its proceedings in October 1983. A first working party named «Harmonization of the company identification» formed in 1980 had submitted recommendations to the General Meeting of May 1982.

The meeting in October 1983 was mainly dedicated to the definition of the new tasks of the working party.

### **ESTAC**

A meeting with the equipment suppliers was held in Brussels on 13 September 1983, under the chairmanship of Mr. M. LAPLANE.

This meeting dealt with:

- Presentation of the EAN specifications for numbering and symbol marking despatch units.
- Presentation of the developments in the field of general merchandise.

After this meeting, a questionnaire on specific problems (such as add-ons, shrink wrapped units, etc...) was prepared and circulated to the equipment suppliers.

### **SECRETARIAT**

The Secretariat of the Association was provided by:

Mr. E BOONET, General Secretary  
Miss D. VERTROOST, Technical Advisor of ICOF  
Mrs. L. DE BELDER, Secretary of ICOF.

The Secretariat executed following tasks:

- Every day administration of the Association:
  - Correspondence



- Bookkeeping
- Contacts
- Practical organization of the meetings.
- Preparation of the agenda of the meetings
  - Preparatory contacts
  - Circulation of information related to the agenda
  - Writing and forwarding of working papers.
- Writing and forwarding of the reports of the General Assembly, of the Executive Committee and of the Working parties on «Despatch Units», «General Merchandise» and «Harmonization of the communication systems».
- Organization of surveys within the membership.
- Writing and publishing the EAN Newsletters.

## **RELATIONSHIP WITH UPC**

There were regular contacts between EAN and UPC in the course of 1983:

- Numerous documents and letters were exchanged.
- UPC was represented in meetings of the Executive Committee. EAN participated in several UPC meetings.

In 1983, the implementation of full EAN/UPC compatibility continued to be an important concern. Several times, the Executive Committee examined possible actions in order to accelerate this compatibility and to inform the North American retailers about EAN.

Some problems of harmonization between the EAN and the UPC solutions for numbering and marking despatch units still persist. EAN, in collaboration with UPC, tries to solve these difficulties in order to achieve fully compatible solutions.

## **CONTACTS WITH NON-MEMBER ORGANIZATIONS**

Companies and organizations in Argentina, Cyprus, Greece, Iceland, India, Jamaica, Korea, Malaysia, Mexico, Pakistan, the Philippines, Portugal, Singapore, Taiwan and Venezuela have contacted the secretariat with respect to possible EAN membership or to obtain information after being asked to symbol mark their products for export to EAN countries.

EAN had regular contacts with the European Communities, by sending the EAN NEWSLETTERS and the EAN specifications for numbering and symbol-marking despatch units.

In connection with the proceedings on the harmonization of the communication systems, EAN exchanged information with the working party on Facilitation of International Trade Procedures of the Economic Committee for Europe of the United Nations.

## **PUBLICATIONS**

During 1984, EAN published its specifications for numbering and symbol-marking despatch-units.

2 EAN NEWSLETTERS were published in 1983.

The first one dealt with the main statistics (scanning, symbol marking, members...) in the several EAN countries, the second one with a list of equipment suppliers (barcode printers, scanners, scales, portable terminals...).

3000 copies of these Newsletters were issued.

## **EAN - ISDS CONTRACT**

At the end of 1983, EAN and the International Centre for the Registration of Serial Publications have agreed a contract, which makes public the possibility of using the ISSN (International Standard Serial Numbering) system in the EAN numbering on serial publications.

## **PARTICIPATION IN INFORMATION DAYS**

EAN was represented at several information meetings and gave several lectures.

## **APPENDIX**

### **SYNOPSIS OF THE ACTIVITIES IN 1983 IN THE EAN MEMBER COUNTRIES**

For each of the EAN member countries, a synopsis of the activities has been prepared, based on a survey organized by the Secretariat General.

#### **AUSTRALIA**

The AUSTRALIAN PRODUCT NUMBER ASSOCIATION has at present more than 1,000 member companies.

Scanning spread to more than 40 stores throughout Australia. The acceleration in the number of scanning installations has largely been due to the virtually complete implementation of the symbol-marking by suppliers of grocery products.

The APNA Secretariat has now been operating for five years and has continued to expand its activities. The Secretariat addressed a wide range of consumer, industry and other groups, during 1983, staged a successful technical seminar and offered a symbol testing service. APNA has been more closely involved with state and federal governments. It was involved with the application for authorisation of the consumer protection Code of Practice and its subsequent withdrawal from consideration before the Trade Practices Commission. APNA has also continued its liaison with the government working party on electronic checkout systems, and has been involved with the preparation of the working party's report to the Standing Committee of Consumer Affairs Ministers. Generally, the report concluded that the alarmist speculation about potential job loss and consumer disadvantage is grossly exaggerated and without demonstrable support. Rather, governments should appreciate that benefits are likely to flow and that any safeguards which might be thought appropriate should be carefully researched and sensibly constructed.

In contrast to this positive approach was the introduction into the Victorian parliament by the Consumer Affairs Ministers of a bill to require the item price-marking of virtually all products sold through self-service outlets. APNA deplores the attempt to such draconian legislation which would surely add greatly to retail prices and certainly discourage retail investment in scanning systems. The flow-on effects to manufacturers would be enormous in terms of the decreased access to APN scandata. At this moment, APNA and the Retail Traders' Association of Victoria have made known their strong opposition to

this bill and are doing their utmost to prevent the passing of the legislation in its current form.

Consumer acceptance of scanning has been supported by research carried out for APNA by the Morgan Research Center. There were substantial grounds for optimism in the research which demonstrated that very substantial numbers of shoppers either like or are prepared to accept virtually every element of scanning. Further consumer research is in progress to assess the concerns and experiences of shoppers in relation to the consumer protection Code of Practice, which is now on trial at several scanstores.

During 1983, draft Trade Unit specifications were issued, and a first draft of APN/ISBN recommendations for books was completed. A study of international and domestic opportunities regarding scandata was commenced with a report expected early in 1984. Attention was devoted to the encouragement of EAN in the Asia/Pacific region via the recently created EAN Working Party.

## **AUSTRIA**

The Austrian Numbering Organization EAN-AUSTRIA had 856 manufacturer, 84 distributor and 75 other members by the end of the year. 32 retail stores were equipped and other projects are expected during 1984.

Symbol marking developed not only in the grocery, but also in the textile and do-it-yourself sectors. General information regarding the introduction of scanning and more particularly on consumer aspects are planned. The Austrian law on price regulations is to be discussed every two years. EAN-AUSTRIA does not expect any change in the law at the discussions in spring 1984.

Concerning the exchange of sales data, a working party composed of representatives of industry, retailers and market researchers was set up in order to evaluate the rules. At present the main retailers in Austria are provided with market data by the market research institutes. An improvement of the marketing data with the help of scanning information, at a more reasonable price, is under discussion.

## **BELGIUM AND THE GRAND DUCHY OF LUXEMBURG**

At the end of 1983 ICOF, the Manufacturers' Numbering Association had 560 members and ICOD, the Distributors' Numbering Association had 20 members distributors and distributor associations. In the Grand Duchy of Luxemburg, about 25 companies are members.

The installation of scanning stores continued to progress in 1983. At the end of 1983, Belgium and the Grand Duchy of Luxemburg totalled more than 80 scanning stores. 80 % of food products are symbol-marked.

Negotiations regarding the exchange of sales data started again. In March 1983, manufacturers and distributors signed a declaration of intent. Afterwards it was proposed to initiate a trial of exchange of sales data with a few scanning stores and only one product category. The first steps for this test are in progress.

The working Party «Communication system» also continued its proceedings which will result in 1984 in the publication of the basis of a national Communication System.

Several seminars on «EAN numbering and symbol-marking» were organized and different symbol testing services were offered.

A bi-monthly information letter was sent to all member companies.

## **CZECHOSLOVAKIA**

The CZECHOSLOVAK CHAMBER OF COMMERCE AND INDUSTRY was accepted as a new member during the General Meeting of May 1983.

## **DENMARK**

The DANSK VAREKODE ADMINISTRATION has no individual members. About 340 manufacturer numbers have already been allocated. At the end of 1983, about 17.000 products were source marked. Denmark has 2 scanning stores.

## **FINLAND**

At the end of 1983 THE CENTRAL CHAMBER OF COMMERCE had registered 161 manufacturers and 4 distributors.

In the course of 1983, the first two scanning stores were installed. The symbol-marking rate increased appreciably: 40 % of the references in the food sector are symbol-marked.

The Finnish Numbering Organization started the negotiations for the setting up of a «Clearing House» for the exchange of sales data.

## **FRANCE**

At the end of 1983, 1.600 manufacturers and 160 distributors were members of GENCOD.

By the end of 1983, 160 retail stores were equipped with scanners or wandreaders. The symbol marking rate reached 80 %.

The communication system LANGAGE GENCOD is used by an increasing number of companies. About 600 suppliers already use GENCOD delivery notes and invoices. The Board of GENCOD took the decision to start a trial of computer to computer communication for the exchange of GENCOD messages. The computers of the participating companies will be connected to a service center that will assure their dispatch. The choice of an experimental service center, with only one central computer, is to be explained by the concern to make a trial in the most reasonable economic conditions.

The final solution is however still to be decided. On the one hand the assumption of a service center working with several interconnected decentralized computers is not excluded.

On the other hand, the final choice of the equipment has to be made: several companies will be invited to make proposals on the basis of the terms of reference set up by GENCOD.

GENCOD continued the organization of seminars for members and printers. GENCOD was represented at the Salon Equip'Mag 83.

An information letter was sent to all the members.

## **GERMANY**

In 1983, 1.085 companies joined CCG. This brings the number of manufacturer members to 4.589 and the number of distributor members to 2.541.

At the end of 1983, 176 retail stores used scanning against 69 retail stores at the end of 1982. A symbol-marking rate of 89 % was reached in the grocery sector.

CCG changed its statutes and membership conditions. These modifications were necessary since the CCG projects (company identification, article numbering, SEDAS computer language, SELOS logistical developments) have taken such an importance to the German industry that orderly development procedures according to the German law on free competition were necessary. CCG is now an acknowledged rationalization Association.

CCG set up and published record structures for the exchange of data with respect to the order, the payment and the marketing information based on scanning data.

Regarding the numbering of general merchandise, the national working parties concluded after long and difficult discussions to a solution which fits into the recommendations made by the International EAN Association.

## **HUNGARY**

The HUNGARIAN CHAMBER OF COMMERCE - EAN BUREAU was accepted as a new member of EAN during the Extraordinary General Meeting of 2 December 1983.

## **ISRAEL**

ISRAEL CODING ASSOCIATION was accepted as a new member of EAN during the Extraordinary General Meeting of 2 December 1983.

## **ITALY**

INDICOD had, at the end of 1983, 1.046 manufacturer, 18 distributor and 23 other members.

18 retail stores were equipped with EAN reading systems.

The General Meeting of the INDICOD members decided to set up a marketing data bank. Access to the data bank will be limited to the INDICOD members having voting rights (i.e. the manufacturer and distributor companies)

At present, a technical working party of INDICOD is studying the working regulations of this marketing data bank. The INDICOD members tend to develop a solution for collecting and treating this information without using an external marketing bureau.

## **JAPAN**

The DISTRIBUTION CODE CENTER has no individual members. 3.773 manufacturer numbers and 630 distributor numbers have already been allocated.

The symbol-marking rate improved considerably and reached 60 % at the end of 1983. The number of equipped retail stores amounted to 2.700, of which about 2.000 belong to the Seven-Eleven chain.

A file of about 60.000 articles, symbol-marked in Japan was recorded and will be available early in 1984. A study on establishing POS data

pool facilities based on this item number file is being made. Exchange of POS data has already started experimentally amongst private institutes.

The specifications for numbering books and periodicals will be published shortly.

Progress has also been made in the domain of communication. Standardizing of protocols has already been completed and on-line ordering was practiced by 50 retailers.

There are no specific consumer objections regarding individual item pricing. A system to link a POS controller with the price display on the shelves by liquid crystal is being experimented.

Announced developments are on the one hand the setting up of a data service based on POS data and on the other hand a study of a network to use POS credit cards (the 3 identification methods being OCR, barcode and magnetic stripe).

## **NETHERLANDS**

680 manufacturers, 34 distributors and 72 other members have already joined the STICHTING UAC.

In 1983 scanning of barcodes at shop level increased considerably. Starting at only 36 operating shops, this number grew to 92 operating scanning retailers by the end of the year. UAC expects a steady growth up to between 175 and 225 scanning shops by the end of 1984.

In 1983, UAC published 5 news bulletins. Updates of the two trade guidance brochures: «Bars, Scanners, Computers» and «Scanning-Information; before starting it» were published.

During the Annual Meeting, the members and other participants were informed about the communication system and the exchange of marketing data. The report «Preliminary investigation of transaction and data communication» was published and distributed. The first steps towards a communication system were taken in 1983 with the support of the government. The specifications for the communication system will be published at the end of 1984 or beginning of 1985. A first brochure on communications will be published in February 1984. The STICHTING UAC agreed with A.C. NIELSEN Netherlands on the setting up of a system concerning the use of data exchange for market research. Central data exchange should be operational in 1985.



## **NEW ZEALAND**

At the end of 1983, the NEW ZEALAND PRODUCT NUMBER ASSOCIATION Ltd had 375 manufacturers, 32 distributors, 26 associations and 27 others in membership.

New Zealand has 8 scanning stores at present. The indications are that this will reach about 30 by the end of 1984. Systems previously installed and not scanning are presently using a Price Look Up system with intention to convert to scanning when it is considered appropriate.

Qualified acceptance by manufacturers, retailers and wholesalers has been reached on the collection and the distribution of information, subject to examination of a final package. Invitations have been made to market research firms to make initial proposals to NZPNA and it is hoped that some final agreement can be reached by the end of 1984.

Consumer reaction to the introduction of scanning has been favourable. All retailers have accepted NZPNA's Code of Practice and followed its guidelines in the introduction of scanning. The Consumer's Institute in New Zealand has described NZPNA's Code of Practice as one of the best they have seen and stated they consider the industry has acted very responsibly. There is no suggestion of item price legislation at this time but NZPNA is monitoring the situation closely. It is expected that a working party will be formed in 1984 to examine the feasibility of introducing trading communications standards.

It is hoped that the specifications for books, records and despatch units will be completed by the end of 1984.

## **NORWAY**

The Norwegian Numbering Organization NORSK VAREKODEFORENING has 5 member organizations. 207 manufacturer numbers have already been allocated.

The symbol-marking rate increased to 25 %. 8 scanning stores are installed and other projects are to be announced during 1984.

The Norwegian Publishers Association decided to start with the numbering of books on 1 January 1984 according to the structure: prefix 978 + ISBN number.

## **SOUTH AFRICA**

At the end of 1983, the SOUTH AFRICAN NUMBERING ASSOCIATION had 135 manufacturer, 20 distributor and 55 other members. Three scanning test sites were installed at the end of 1983 and six additional sites are expected during the first half of 1984. The first full Council of SAANA was elected in April 1983. The Council comprises seats for 9 retailers, 9 manufacturers, 1 wholesaler, 3 associations and 1 for the Executive Director. In addition, representatives from the 3 major consumer organizations were elected as co-opted Council members.

Early 1983 received confirmation from the government department of Consumer Affairs that prices could be removed from individual items where scanning systems are installed.

Strict rules were published regarding the allocation of EAN-8 numbers and the truncation of symbols.

Three well attended and successful seminars, with speakers from the U.K. and Australia, were held during April 1983.

A Despatch Units Working Party was formed during June, comprising the main working party and 3 special interest sub-groups: (1) Rigid Packaging, (2) Flexible Packaging (3) Systems. Draft guidelines were finalised during November 1983 following exhaustive research and print tests on various substrates.

A draft «Voluntary Code of Practice» was drawn up with assistance by consumer organizations and was submitted to retail members during November 1983. Finalization is expected by the end of the first quarter 1984.

Laser scanners have received approval from the appropriate Government Department.

The Council decided to establish several working parties to investigate and submit recommendations on following subjects:

- (1) Numbering of general merchandise
- (2) Numbering of prepriced variable weight branded products
- (3) Consumer awareness program
- (4) Dissemination of trading data.

A first quarterly SAANA Newsletter was published during October 1983.

## **SPAIN**

At the end of 1983, the Spanish Numbering Organization AECOC had 469 manufacturers, 27 distributors and 32 other members (there were 324 new members in 1983).

Scanning developed in 1983 thanks to the decision of a distribution chain to install scanners in 28 stores. The symbol-marking rate reached approximately 17 %. A rate of 50 % is expected by the end of 1984.

In 1983, AECOC concentrated on education and promotion. Four seminars were organized for member companies and two for printers. Promotion of the system was made thanks to the publication of articles, reports and advertising in the trade press. Meetings with manufacturers of mass consumption products were organized in order to determine the objectives of the EAN system. A film about the EAN system will be released shortly.

AECOC also prepared a more important participation in «Alimentaria - 84», where a scanning supermarket will be installed.

## **SWEDEN**

At the end of 1983, the SWEDISH EAN COMMITTEE had allocated 451 manufacturer numbers and 15 distributor numbers.

Sweden has 45 retail stores with scanners or wandreaders. The symbol-marking rate reached 67 %

Many of the new members are small or non-food companies which means that department stores and other branches will easily adapt to EAN reading under the general merchandise concept in the future.

A lot of dairy products were symbol-marked during the year. The trade and industry have reached an agreement on the source-marking of variable weight products packed by the supplier. The negotiations regarding the exchange of marketing information continued.

The trade and the Swedish consumer association have continued their discussions regarding individual item price marking. An agreement concerning an alternative price information is in progress. It does not appear likely that there will be a law to impose price-marking on every item.

Without any doubt, the interest in the EAN system is increasing and numerous scanning installations are expected during 1984.

## **SWITZERLAND**

The ASSOCIATION SUISSE CODE DES ARTICLES had 382 manufacturers, 55 distributors and 66 other members by the end of 1983. 14 stores, mainly Cash & Carry, are now installed with scanners or wandreaders. The first scanning store of the COOP chain was installed.

63 % of food products are symbol-marked.

In 1983, SACV concentrated on following matters:

- the identification of «cents off» promotions;
- the use of prefixes 20 to 29 for in-store numbering and the numbering of variable weight items. A list of standardized item numbers was set up.
- the membership of specifically organized manufacturer associations such as UPCL and the Swiss Fruit-Union;
- organization of seminars; publication of an information letter to the members.

The distributors were invited to communicate the symbol-marking errors to SACV by means of pre-printed cards.

SACV published a project for electronic data exchange between industry and trade.

## **UNITED KINGDOM AND IRELAND**

### **\* United Kingdom**

At the end of 1983, ANA had 1655 manufacturers, 160 distributors and 128 other members.

The number of scanning stores doubled (to total 87 retail outlets) and several retailers announced plans for future expansion of EPOS. ANA membership increased by 30 % during the year; the incidence of bar coding also increased with particular improvement in several areas of general merchandise, such as records, toys and stationery. ANA/ A.C. NIELSEN successfully launched a trial of the Basic Sales Data Service, supplying data reports on over 50 product categories to manufacturers of symbol-marked goods. As part of this trial participants were asked to complete a questionnaire which will be used to determine the nature of the service in the future.

There was a steadily growing use of the ANA TRADACOMS Standards for Electronic Data Exchange. In addition, good progress has been made in selecting a bureau company which can operate a store and forward electronic mailbox service for TRADACOMS users to enable companies, even those with different computer types, to communicate using telecommunications.

The ANA's General Merchandise Group produced a paper discussing the use of EPOS in a general merchandise environment which recommends the use of separate EAN numbers at the level of the lowest variant. This paper has been found helpful by many people involved in the developing field of general merchandise article numbering, and the use of identification at the lowest variant level was later recommended by EAN.

Following the completion of the EAN specifications for despatch units, some companies in the UK had already incorporated symbols on their traded units by the end of the year.

**\* Ireland**

The ANA of Ireland had 115 manufacturers, 6 distributors and 2 other members by the end of 1983.

The symbol-marking rate doubled in 1983. The first retail store was equipped in December 1983, and a second is expected for mid 1984. Other activities, such as the exchange of marketing information, the TRADACOMS standards and the identification of traded units were examined within the context of the grocery retail trade in Ireland.

**YUGOSLAVIA**

JANA, the YUGOSLAV ASSOCIATION FOR ARTICLE NUMBERING, has 26 manufacturers, 5 distributors and 6 other members. About 100 articles are symbol-marked.

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Brussels, 31 March 1984

