

INTERNATIONAL ARTICLE NUMBERING ASSOCIATION E.A.N.



ANNUAL REPORT 1986

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During 1986, the International Article Numbering Association EAN established its new organizational structure. The ever increasing EAN membership and the growing complexity of the EAN system called for an improved committee structure and for a stronger General Secretariat.

With the USSR joining EAN in May 1986, the International Association spanned 32 countries at the end of 1986: 30 as fully affiliated organizations and 2 through links with neighbouring countries. A postal vote procedure, held in September, enabled to accept the organizations from Mexico and Turkey from 1 January 1987 onwards. Also in 1986 EAN played an active role in providing information to companies and organizations all over the world to make them aware of the EAN system and all its benefits.

Standard article numbering is now largely used on consumer units and despatch units, on groceries, pharmaceuticals, cosmetics, books, records, DIY goods, clothes and many other types of product. The EAN Numbering Organizations, which are increasingly representative of all sectors of trade and industry, proved to form the appropriate forum to discuss and develop not only article numbering standards, but also communications standards, arrangements for the exchange of sales data, and more recently: logistics, DPP, etc... Industrial uses of EAN and UPC have begun and the EAN Numbering Organizations are well prepared to deal with this development. Also on the international level it was acknowledged that EAN has a most important key role to play in organizing exchange of experience, coordinating national developments, and representation in other organizations dealing with international coordination of standards.

In 1986 the majority of EAN Numbering Organizations saw a rapidly increasing membership and a continuing consolidation of product identification and scanning of both food and general merchandise. By the end of the year, approx. 15.000 stores in EAN countries were using scanning at the point of sale, which means an increase of about 50 % during the year.

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

GENERAL ASSEMBLY

The Annual General Meeting of EAN was held in Barcelona on 30 May 1986 under the chairmanship of Mr. A. HEIJN.

The General Assembly approved the annual report 1985 and the accounts of the first six months of 1985, as well as the budget and fees for 1986/1987. The Assembly was informed of the activities of the Executive Committee, of the implementation of the system in member countries and of the cooperation between EAN and UCC.

Messrs. A. HEIJN and J. COLLIN were unanimously re-elected as President and Vice President of EAN.

Most of the EAN General Meeting was devoted to the discussion and approval of the new organizational structure of EAN. The main decisions were:

- The General Assembly revoked its decision of May 1984 to limit the Executive Committee to a maximum of 25 members from 1987 onwards and agreed to change the statutes to allow for an unlimited Executive Committee.
- Creation of two new Sub-Committees responsible to the Executive Committee: the «General Purposes & Finance Sub-Committee» and the «Technical Sub-Committee». The General Assembly gave the power to the Executive Committee to decide on the Internal Regulations of these Sub-Committees and to put both Sub-Committees in place.
- A small committee was appointed to discuss the future organization of the General Secretariat.

The USSR Chamber of Commerce and Industry was admitted to EAN membership as the 30th member of EAN.

The General Assembly was further informed of the progress of the «EAN coupon specifications and guidelines», the «Policy concerning the direct assignment of manufacturer numbers by EAN to manufacturers in non-member countries» and the «Number Marking Only» and delegated its decision power on these various issues to the Executive Committee.

The Working Parties «Harmonization of the communications systems» and «Despatch Units» presented their report of activity and their further programme of work. The «New Membership» Working Party presented its final conclusions and was disbanded, leaving the further proceedings with the General Secretariat and the Regional Project Groups. These Project Groups will report directly to the Executive Committee and were granted the status of Working Parties. The General Assembly heard that liaison between UCC and EAN (and between STAC and ESTAC) over the past twelve months had been very close. EAN and UCC now have a basis of common under-

standing of the problems. Although full compatibility might still need time to be achieved, all new issues are now tackled together from the start aiming at the development of real worldwide and unique solutions. The General Assembly was also informed of the UCC/EAN alliance proposal.

Apart from this Ordinary General Meeting, the postal vote procedure was used in September 1986 to vote on the application of AMECOP (Asociacion Mexicana del Codigo de Producto) and TOBB (Union of Chambers of Commerce Industry Maritime Commerce and Commodity Exchanges of Turkey). Thanks to the unanimous vote of the General Assembly members, the Mexican and Turkish Organizations can benefit from EAN membership from early 1987 onwards.

EXECUTIVE COMMITTEE

The Executive Committee met three times :

- in Jerusalem (Israel) on 24 March 1986
- in Dubrovnik (Yugoslavia) on 26 September 1986
- in Melbourne (Australia) on 28 November 1986.

As in previous years, one of the main tasks of the Executive Committee were to examine the reports of the various Working Parties and to propose guidelines based on their conclusions.

The following issues were also dealt with by the Executive Committee in the course of 1986 :

- Preparation of all matters for submission to the General Assembly.
- Examination of applications for EAN membership and allocation of prefixes to new member countries.
- Reports on contacts with potential member countries.
- Discussion of proposals for a «Possible new EAN Organizational Structure as from the General Meeting 1987». The Executive Committee gave its general views on the functioning, the composition and the objectives of the various organs of the EAN Association, by that preparing the decision making by the General Assembly. In the September meeting, the Executive Committee approved the Internal Regulation for the Activity of the Technical Sub-Committee and the Internal Regulation for the Activity of the General Purposes & Finance Sub-Committee. During that same meeting, the Committee agreed a general policy paper regarding working parties and the rules for refunding the travel expenses to members of EAN working parties and sub-committees. In the November meeting, the Executive Committee held a first discussion on the organization of the General Secretariat. The Committee elected the members of the

Technical Sub-Committee and nominated the two members of the General Purposes & Finance Sub-Committee.

- EAN coupon coding: discussion and elaboration of EAN specifications, EAN guidelines and guidelines for equipment suppliers. The final wording of the EAN coupon specifications and guidelines will be submitted for approval to the Executive Committee meeting of March 1987.
- Liaison between EAN and UCC and between ESTAC and STAC: report on the common meetings in the US. One of the key issues was the discussion of an EAN/UCC alliance proposal. This proposal was submitted by UCC in order to permit EAN Numbering Organizations to organize better contacts and to offer greater assistance to companies in EAN countries requiring UPC numbers.
- EAN policy regarding the direct assignment of manufacturer numbers by EAN to manufacturers in non-member countries. The Executive Committee approved this new EAN policy, making it possible for exporting companies in non-member countries to apply for a manufacturer number to the General Secretariat in Brussels. Applications from very small countries and countries which are not very likely to join EAN will be dealt with under one and unique prefix assigned for this purpose.
- Possible solutions for the allocation of additional EAN-8 number banks to Numbering Organizations. In the September meeting, the Executive Committee accepted to release EAN prefixes 98 and 99 in EAN-8 format and, if required, to release additional 3-digit prefixes to EAN Numbering Organizations running out of EAN-8 capacity. Organizations applying for additional EAN-8 number banks will have to give strong evidence that they made a «correct use» of their existing EAN-8 capacity. This correct use must be measured against internationally accepted rules and criteria. The Technical Sub-Committee was entrusted with the submission of a set of new EAN-8 rules and guidelines.
- Examination of a proposal for the «Number Marking Only» submitted by ANA (UK). ANA estimated that there are approx. 20.000 items in the UK too small to accommodate a machine readable symbol of any description. The solution presented by ANA (UK) suggested a system of key-entry of shortened EAN-13 numbers, preserving the integrity of the EAN numbering system. After extensive discussion, the Executive Committee decided not to accept it. However, the Executive Committee acknowledged that the coding of very small products needs to be addressed properly and entrusted the Technical Sub-Committee with the elaboration of viable alternative solutions.
- EAN/UPC in the industrial sector: all sectors of trade and industry

- should become aware that the EAN/UPC development is not confined to grocery and similar products but that all sectors can use it and will benefit from adopting the common standard. EAN and the Numbering Organizations acknowledged the need to get actively involved in new sectors of activity such as the automotive industry, the ironmongery, the graphics industry, the flavor industry, ...
- The Executive Committee endorsed a recommendation of the Despatch Units Working Party to allow ANA (UK) to start a national trial of its solution for the coding of shrink wrapped despatch units.
 - Preparation of the ESTAC meeting of October 1986.
 - Exchange of information and experience on various topics such as the barcoding of common mineral bottles, the coding of generic products and the membership regulations for publishers using the EAN/ISBN solution.
 - Discussion on possible actions to avoid problems with insufficient right margins of EAN symbols.

WORKING PARTIES

* Despatch Units

Members: Mr. A. HUSI - Chairman
 Mrs. T. ANGUE - GENCOD
 Messrs. E. BOONET - EAN
 B.C. ENGBERG - CCG
 M. LAPLANE - ESTAC
 O.E. MARTZ - SACV
 G. MERCIER - GM CONSULTANTS
 B. PASSAD - SWEDISH EAN COMMITTEE
 A.T. OSBORNE - ANA (UK)
 H. JUCKETT / T. WILSON - UCC

The working party met three times in 1986. Its proceedings covered the following subjects:

- Update of the EAN Despatch Units Specifications: These Specifications had been adopted subject to fundamental review after three years. Experience had shown that some parts of the specifications were difficult to meet in practice. All Numbering Organizations were invited to submit a list of those items they considered to require modification or further investigation. On the basis of the submitted information, a consultative document «Review of the EAN Despatch Units Specifications» intended to elicit views from interested parties was drafted and discussed at length in the Working Party. This document was submitted to ESTAC in its October meeting.

- Supplementary encodings: The Despatch Unit Working Party agreed to propose a 10-digit numbering structure to encode supplementary information (like date codes, batch numbers, promotional variants, ...). The first digits in the number would be used as application indicators. Much time was devoted to discuss an appropriate symbology. For reasons of reading reliability, STAC and AIM strongly recommended against the use of one further ITF length to encode supplementary information. Furthermore, AIM recommended in favour of the usage of either Code 39 or Code 128 symbology. In the September meeting, Mr. T. WILLIAMS, Chairman of STAC-3 and Vice-President Systems at COMPUTER IDENTICS, held a presentation on Code 128 and its potential advantages for use with supplementary encodings.
- The Working Party was regularly informed of the progress achieved on the possible release of the D-versions in North-America. Even if EAN has not defined an immediate need for the use of D-versions, the requirements for a potential and later use in EAN countries must be taken into consideration.
- The Working Party discussed the EAN coupon specifications and guidelines and submitted them to the Executive Committee.
- At the request of UAC, the Working Party investigated the coding of generic products and the coding of packaged flower bunches. Since a permanent Technical Sub-Committee has been set up at the end of the year, it was decided to disband the Despatch Units Working Party.

*** New Membership**

Members: Messrs. A. HUSI - Chairman
 K. ASANO - DCC
 E. BOONET - EAN
 K.H. HAGEN - CCG
 A. HEIJN - President of EAN
 F. MIOT - GENCOD
 R. SHAW - APNA
 B. SMITH - NZPNA

The Working Party met two times in 1986 and held extensive discussions on possible «EAN Marketing Strategies». It was acknowledged that strategies were to be worked out on a regional basis, country by country, taking into account the level of industrialization as well as the relevant internal and external economic and commercial structures. A first step consisted in compiling contact address lists for every non-member country, together with information in relation to the extent of contact, and the type of contact. The Working Party further suggested to set up regional project groups and to appoint project

leaders. Project groups would be composed of representatives from existing Numbering Organizations in the region, assisted by the EAN Secretariat. A responsible from an existing EAN Numbering Organization could be appointed project leader for one country or for a limited group of countries, eg. when his country has privileged economical or political links with a non-member country.

The Working Party drafted a new leaflet with the purpose to motivate and help non-member countries to set up EAN Numbering Organizations.

On the proposal of the Asia/Pacific Project Group, the Working Party New Membership discussed a programme of actions, the keypoints of which were:

- Organization of prospective and educational contacts in non-member countries and, when appropriate, provision of assistance to new member countries.
- Production of an EAN video.
- To categorize the non-member countries within each region into countries where immediate action is required, countries which are considered as potential member countries and where actions are required, although not immediately, and the very small countries, which are unlikely to ever join EAN.

Finally, the Working Party examined a working paper regarding the systematization of the information on the state of development of the non-member countries and agreed on the need of establishing structured information about those countries.

At the General Meeting of 30 May 1986, the Working Party New Membership was disbanded, leaving the further proceedings with the General Secretariat and the Regional Project Groups.

* **Regional Working Parties**

At the General Meeting of 30 May 1986, the three Regional Project Groups were granted the status of Working Parties.

The task of the Regional Working Parties mainly consists in creating awareness and interest in potential member-countries and helping these countries to join EAN.

The three Regional Working Parties are:

* Asia/Pacific Working Party

Members: Messrs. E. BOONET - Chairman
K. ASANO - DCC
R. SHAW / B. SMITH - APNA
B. SMITH / B. HOUSTON - NZPNA
M. CATIC - Malaysia

(Contacts in Hong-Kong: Mr. A.T. OSBORNE).

This Working Party met twice in 1986. The members exchanged information about their respective contacts. They organized seminars and meetings with interested parties in Singapore, Malaysia, Bombay, Bangkok, Hong-Kong and with South Korean representatives. At the end of a seminar, run by Messrs. B. SMITH and R. SHAW in Singapore in June 1986, a formal vote was taken to form an EAN Numbering Organization in Singapore.

* European Working Party

Members: Messrs. E. BOONET - Chairman
P. DOBIAS - CCCI
P. GLATTFELDER - HCC
V. TELEGIN - USSR CCI

This Working Party met in October 1986 and exchanged information about the existing contacts in Poland, DDR, Romania, Bulgaria and Malta. The members prepared the organization of a large information session to be held in 1987.

* Central & South-American Working Party

Members: Messrs. E. BOONET - Chairman
L. CAÑAS - CODIGO
L. NOVAES - ABAC
A. BONMATI / J. BONMATI - AECOC

The Central & South-American Working Party met in Sao Paulo on 10 July 1986. The Working Party analyzed the current situation in the Central and South-American countries and discussed a programme of actions. Seminars held in Argentina, Brazil and Colombia proved important interest from companies and organizations in Colombia, Peru, Panama and Venezuela. Mr. L. CAÑAS undertook to pursue contacts and the organization of seminars in various Central and South-American countries.

* **Harmonization of the Communication Systems**

Members: Mr. J.P. Chr. DE VRIES - Chairman
Mrs. T. ANGUE - GENCOD
Mrs. E.M. BRAUNSTORFER - EAN-AUSTRIA
Messrs. E. BOONET - EAN
P. DOBIAS - CCCI
H.P. JUCKETT - UCC
O.E. MARTZ / R. SCHUBENEL - SACV
A.T. OSBORNE / N. FENTON - ANA (UK)
B. PASSAD - SWEDISH EAN COMMITTEE
K. SCHULTE - CCG

This Working Party met three times in 1986. Members exchanged information on progress in introducing national communication systems and on national legislation regarding paperless communication. 1986 was a most important year for EDI developments. A questionnaire on electronic data communication proved that many EAN Numbering Organizations are developing or considering to develop a communication system. Most Organizations were seeking contact with various industry groups, their local PTT, and other involved authorities in order to discuss and coordinate national EDI developments. An important fact was the approval of the JEDI (Joint Electronic Data Interchange) proposals by the UNECE. The Working Party considered that the JEDI proposals, which aimed at harmonizing the UNTDI and ANSI-X12 systems offered few or no immediate benefits to outweigh the cost of changing national standards based on the UNTDI for national trade message purposes. In a meeting of the Working Party with Mr. R. WALKER, Co-Chairman of the JEDI Task Force, it was made clear that the JEDI work had been aimed at developing standards for international trade exchange applications. There had been no intention that the work should have an immediate impact on established national solutions although migration towards the full international standard even for national systems would be encouraged. Mr. N. FENTON had been invited to join the JEDI Group of Rapporteurs and was therefore in a position to represent ANA's views, and also EAN's. Notwithstanding the objections made to the JEDI syntax rules, it was very unlikely that they would undergo further changes. The JEDI syntax rules (now called EDIFACT) are put forward for adoption as full international ISO standards. The JEDI Group now concentrates on the design of UN Standard Messages.

The Working Party proceedings also covered the following subjects:

- Desirability and approach of a common international interface.
- Ways and means to implement the EAN recommendations on the Harmonization of Communications Systems, endorsed at the General Meeting of May 1986.
- Discussion on how to improve the relationship of EAN towards other organizations which are setting up or dealing with International EDI systems.
- Drafting of a «Standard Design Checklist», in order to assist countries which intend to set up a communication system in the development of standards.

ESTAC

In the course of 1986, the composition of ESTAC and its meeting procedures were discussed at various occasions. It was agreed to strive for a better and correctly balanced central ESTAC memberlist. Moreover it had been suggested that ESTAC meetings be convened on a more regular basis (eg. once a year, at a given period), so that the equipment suppliers be given the opportunity of more systematic and regular contacts with EAN.

ESTAC met on 29 October 1986 in Brussels. The main topics listed for discussion were: coupon coding and the review of the EAN Despatch Units Specifications. During the meeting, the equipment suppliers confirmed that they were able to cope with the various options in domains like EAN coupon coding and in-store applications providing there is sufficient demand, but pleaded in favour of simple and unique solutions.

The future functioning of ESTAC will also be influenced by the collaboration with STAC in the US. Mr. M. LAPLANE, chairman of ESTAC, was invited to attend STAC meetings in May and in November 1986.

SECRETARIAT

In 1986, the permanent staff of the Secretariat was as following:

Etienne BOONET, Secretary General
Dominique VERTROOST, Executive Officer
Peter VANDER AUWERA, Assistant ICOF
Linda DE BELDER-DE CAT, Secretary
Linda VAN ROOSBROECK, Secretary.

The Secretariat performed the following tasks:

- Every day administration of the Association:
 - Correspondence and bookkeeping
 - Contacts and provision of information
 - Sale of publications.
- Contacts with and information to the new member countries. Contacts with potential member countries.
- Preparation of all EAN meetings:
 - Preparatory contacts and practical organization
 - Agendas and calling letters
 - Circulation of information related to the agendas
 - Elaboration and forwarding of working papers
 - Translation of documents whenever required.

- Writing and forwarding the reports of the General Assembly, of the Executive Committee and of the Working Parties.
- Information to the member organizations.
- Explanation of EAN rules in case of queries.
- Contacts with third parties - PR & Marketing.
- Activities in new and non-member countries.
- Organization of surveys within the membership.
- Etc...

During the General Meeting of 25 May 1984, a Coordinating Committee was appointed for a two-year period to assist the permanent staff members of the Secretariat. Messrs. G. MERCIER, A. HUSI and A.T. OSBORNE were elected members of this Committee. The General Meeting of May 1986 agreed to prolong the Coordinating Committee for a maximum of one year and entrusted the Committee to work out proposals for the Internal Regulation and composition of the two new Sub-Committees. These proposals were submitted to the Executive Committee meeting of November 1986.

The Coordinating Committee met five times in 1986. The meetings were mainly dedicated to the preparation of the items to be dealt with by the Executive Committee and the General Assembly. One of the most important tasks was to establish a working paper on the possible new EAN organizational structure as from the General Meeting 1987.

A small committee, composed of Messrs. A. HEIJN, J. COLLIN, A. HUSI and F. MIOT was appointed by the General Meeting of 30 May 1986 to discuss the future organization of the General Secretariat and to come up with recommendations to the General Meeting of June 1987.

LIAISON WITH UCC

Also in 1986 liaison with UCC was a most important topic. As in previous years, there were regular contacts between EAN and UCC by exchanging numerous documents and letters. UCC attended the EAN Executive Committee meetings and took part in the EAN Working Parties «Despatch Units» and «Harmonization of the Communications Systems» while EAN was represented at the meetings of the UCC Board of Governors.

Messrs. M. LAPLANE and A. HUSI were invited to attend the meetings of STAC and the UCC Working Parties on D-versions.

In the course of 1986:

- The UPC shipping container specifications were reviewed. UCC accepted full alignment to the EAN DUN-14 numbering structure.

- UCC discussed the possible release of the D-versions, mainly for random weight items and coupon coding. UCC and EAN agreed to consider the D-versions as a completely new and international resource, to be developed in common from the start. Messrs. M. LAPLANE and A. HUSI presented their ideas on how a D-scheme could operate on a worldwide basis. These ideas were accepted.
- A common meeting with NCR in Dayton proved to be very helpful to gain better knowledge on the systems side and on the current state of POS equipment.

In general, these frequent contacts with UCC and a stronger cooperation between EAN and UCC led to a better understanding of the problems and a real worldwide and compatible approach in the new developments. Moreover contacts with responsables from the operational side proved to be very useful in terms of comprehension and common approach of the basic EAN/UPC issues.

The one-way compatibility for exports to North America was still considered to be a major problem. In order to improve communication between the companies exporting to North America and their respective EAN Numbering Organizations and to ease the procedures for those companies, an «UCC/EAN alliance proposal» was worked out and discussed at length. It is expected to submit the alliance proposal to the General Meeting 1987 for final approval. It would then be implemented on a trial basis with a few EAN Numbering Organizations.

CONTACTS WITH THIRD PARTIES - PR & MARKETING

Companies and organizations in Barbados, Bulgaria, Chile, Colombia, DDR, Hong-Kong, India, Lebanon, Malaysia, Malta, Kenya, Morocco, Panama, P.R. of China, Singapore, South-Korea, Thailand, Tunisia, United Arab Emirates, Vanuatu and Venezuela contacted the General Secretariat seeking either EAN membership, or information on symbol marking their products for export to EAN countries. The EAN Secretariat was invited twice to attend the ODETTE working party meetings on product identification. Contribution to their information and proceedings was provided.

Contacts and meetings were organized with various International Federations, such as the Ironmongers, the Clothing Industry, the Flavour and Fragrance Industry and FEFCO (the European Federation of Manufacturers of Corrugated Board).

EAN was represented at the meetings of the new EDI-Association and at several international conferences and exhibitions. The

Secretary General gave several lectures about EAN and was asked to chair conference sessions at EPOS 86 and COMPAT 86.

EAN had regular contacts with the EEC. The possibility that EAN could be considered for Community financial aid for its project on «Harmonization of the Communications systems» was investigated. During 1986, EAN published an EAN NEWSLETTER, comprising scanning statistics in each EAN member country (total number of stores, top 10 retailers, breakdown per equipment supplier), the report of the Working Party «Harmonization of the Communications Systems» and contributions from the EAN Numbering Organizations. Over 2.000 copies of the NEWSLETTER were circulated.

EAN also issued a new leaflet for prospective new members. This leaflet was specially designed for organizations and associations which have initiated the setting up of a Numbering Organization.

March 1987

APPENDIX

SYNOPSIS OF THE ACTIVITIES IN 1986 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 General Secretariat.

ARGENTINA

ASOCIACION CIVIL ARGENTINA DE CODIFICACION DE PRODUCTOS COMERCIALES
Paraguay 577 - 3P
1057 CAPITAL FEDERAL
Tel. 54.1.312.54.19

Executive Staff: CAÑAS Lorenzo

Newsletter: Boletin Informativo

Synopsis of the activities in 1986

At the end of 1986, the Argentine Numbering Organization CODIGO had 167 manufacturer, 6 distributor and 8 other members. 22 scanning stores were equipped. The symbol-marking rate on grocery products reached 3 %.

AUSTRALIA

AUSTRALIAN PRODUCT NUMBER ASSOCIATION Ltd.
3 Hampshire Road
Glen Waverley
VICTORIA 3150
Tel. 61.3.560.1055
Fax 61.3.560.9549
Telex 139750

President: Mr. N. CHURCHILL, President HJ HEINZ & CO. PTY Ltd.

Executive Staff: SMITH Brian, Executive Director
WILKINSON Debbie, Executive Assistant
PALAZZOLO Maria, Technical Officer

Newsletter: APN News

Synopsis of the activities in 1986

At the end of 1986, the AUSTRALIAN PRODUCT NUMBER ASSOCIATION Ltd, had 2.042 manufacturer, 24 distributor and 22 other members. The symbol marking rate reached 95 % in the grocery sector and 10 % on general merchandise items. A total of 561 scanning stores (4.349 lanes) were equipped.

A Trading Communication Officer has been appointed to document standards for the communication system based on the ANSI X12 / JEDI language.

A major seminar on access to sales data was conducted by APNA.

AUSTRIA

EAN-AUSTRIA

Wiedner Hauptstrasse 63
1045 WIEN
Tel. 43.222.65.05.30.42
Telex 111871

President: Dr. W. MAIWALD, Präsident Kommerzialrat

Executive Staff: BRAUNSTORFER Eva Maria, General Manager
VLCEK Erich, Official in charge
FRANZMAIR Peter, Official in charge

Newsletter: EAN-AUSTRIA Info

Synopsis of the activities in 1986

During 1986, the membership of EAN-AUSTRIA grew to 1.306 companies with 1.071 falling into the manufacturer category, 112 into distribution and 123 into other categories. The source-marking of grocery items reached 70 %.

148 stores were equipped with scanning at the end of the year. Amongst these stores there are supermarkets (like SPAR, ADEG, COOP, ...), drugstore-chains (like DM, BIPA, COOP), DIY-markets and one department store run by COOP.

Since scanning data is available, retailers are offering it to the industry at varying prices.

Potential operators of value added networks for the telecommunication of ordering and invoicing information were asked to send in their proposals. Tests shall start in autumn 1987.

Pending the implementation of the EAN/UCC alliance proposal, companies exporting to North America are still forced to apply for a UPC number at the UCC office, which creates an unsatisfying situation.

BELGIUM AND THE GRAND DUCHY OF LUXEMBURG

ASBL ICODIF VZW
Rue Marianne 34
1180 BRUXELLES
Tel. 32.2.345.99.23

President: Mr. J. COLLIN, President CONTINENTAL FOODS N.V.
(1986)
Mr. M. RAES, Director GB-INNO-BM (1987)

Executive Staff: WARLOP Michel, Executive Officer ICODIF and ICOD
BOONET Etienne, Director ICOF
VERTROOST Dominique, Technical Adviser ICOF
VANDER AUWERA Peter, Project Leader «Communications» ICOF
SCHMIT Jean-Paul, Responsible for department in GD of Luxemburg

Newsletter: ICOF Bulletin

Synopsis of the activities in 1986

At the end of 1986, ICOF, the Manufacturers' part of the Numbering Organization had 784 members and ICOD, the Distributors' part of the Numbering Organization had 31 members. In the Grand Duchy of Luxemburg, 33 manufacturers and 3 distributors were members. The symbol-marking rate on grocery items reached 95 %.

Belgium totalled 278 scanning outlets, whilst the Grand Duchy of Luxemburg reported 17 scanning outlets. COLRUYT, the largest cash and carry chain in Belgium, announced plans to equip its 110 outlets between September 1987 and mid 1988.

In 1986 important progress was achieved in the field of ICOM, the communications system. The order file was tested extensively by two

major retailers and 30 manufacturers. The ICOM Working Group developed and agreed the files for delivery and invoice information, for product and address information. These files will be tested from spring 1987 onwards. At the end of 1986, ICODIF officially appointed GEISCO to operate the value added network.

During 1986, ICODIF published its specifications for numbering and symbol-marking despatch units and agreed its national structure for coupon coding.

The «Conseil de la Consommation», a consultative body to the Ministry of Economic Affairs, has been entrusted with a study on consumer reactions towards the introduction of scanning, and more specifically the removal of item price marking. This study resulted in a number of recommendations to the scanning retailers.

BRAZIL

ASSOCIACAO BRASILEIRA DE AUTOMACAO COMERCIAL
«ABAC»

Av. Paulista 2644
10° andar Conj. 102
CEP 01310
SAO PAULO
Tel. 55.11.256.88.69
Telex 011-37782

President: Mr. A.G. DE VASCONCELOS, Consultant AUTOMACOM

Executive Staff: GUIMANES Isabel C., General Secretary
SCHIAVETTO Antonio C., Press & Media
GROSSMANN Fábio, Technical Adviser

Newsletter: Informatio ABAC

Synopsis of the activities in 1986

During 1986, ABAC's membership grew to 291 companies, with 112 falling into the manufacturer category, 76 into distribution and 103 into other categories. A first store was equipped with scanning.

During 1986, some leading retail organizations started or continued to implement their scanning projects. The process was somehow slowed down due to the governmental policy to restrict the import of computer equipment especially some key components of the scanners. The present objective of the government is indeed to favour the national development and production.

The symbol marking rate is still low (approx. 0.5 %) although some manufacturers have now started to source-mark their product assortment. In 1986, much of the energy of the distributors went to the freeze of the retail prices and curbing the imports, to mention only two problems.

ABAC organized its annual congress and scanning equipment fair and ran seminars, spreading the EAN ideas in different places over the country.

Finally, ABAC was involved in the harmonization of fiscal practices amongst the Federative States.

CYPRUS

CYPRUS CHAMBER OF COMMERCE & INDUSTRY

P.O. Box 1455

NICOSIA

Tel. 449.500

462.312

Telex 2077

President: Mr. A. AVRAAMIDES, President of the Cyprus CCI

Executive Staff: PASCHALIDES Leonidas, Officer of the Cyprus CCI and Secretary of the Numbering Organization.

Newsletter: Emporoviomichaniki.

Synopsis of the activities in 1986

At the end of 1986, the CYPRUS CHAMBER OF COMMERCE AND INDUSTRY had 77 manufacturer members and 4 distributor members. In all 63 company identification numbers were allocated. The symbol marking rate reached 10 % in the grocery sector. 3 stores were scanning.

1986 was a year of important development for the Cyprus Numbering Organization as far as article numbering is concerned. 25 new companies were admitted to membership whilst 29 manufacturer numbers were allocated.

CYPRUS CCI continued to inform their members about EAN developments on a regular basis, by means of circular letters and reports in the monthly bulletin.

CZECHOSLOVAKIA

CZECHOSLOVAK CHAMBER OF COMMERCE AND INDUSTRY

38 Argentinska
170 05 PRAGUE 7
Tel. 42.2.872.41.11
Telex 121862

President: Mr. J. JAKUBEC Ing., President of the CCCI.

Executive Staff: DOBIAS Pavel Judr., Director
RADNIKOVA Kristina, Executive Secretary
TUCKOVA Zuzana Ing., Executive Secretary.

Synopsis of the activities in 1986

The CZECHOSLOVAK CHAMBER OF COMMERCE AND INDUSTRY had, at the end of 1986, 860 members composed of 560 manufacturers, 73 distributors, 132 associations and 95 others. Though only 64 company numbers have been allocated so far, a schedule of EAN company numbers has already been prepared for a wide range of users.

During 1986, Czechoslovak standards for the application of EAN codes were presented for certification to the competent authorities. Projects are also being prepared for the application of EAN codes in the domestic trade.

Several seminars were held especially for the staff and officers of foreign trade corporations and a pamphlet on possible EAN applications was issued. Mr. B. SMITH of APNA held a lecture at CCCI on the application of EAN in Australia.

Information on EAN was passed on to prospective EAN members (foreign Chambers of Commerce and Industry) according to their requests.

Printers of EAN symbols were informed on a regular basis. A publication on EAN and its application in Czechoslovakia was circulated to the printing companies.

DENMARK

DANSK VAREKODE ADMINISTRATION EAN

Kronprinsessegade 34,3
1306 KØBENHAVN K
Tel. 45.1.13.92.92
Fax 45.1.13.59.57

President: Mr. A. REISFELT, Managing Director Danish
Organization of Independent Grocers.

Executive Staff: OLSEN John, Secretary General
RASK Arne, Engineer
JOHANSEN Kurt, Consultant
JAKOBSEN Jan, Consultant

Newsletter: DVA-NYT

Synopsis of the activities in 1986

The DANSK VAREKODE ADMINISTRATION has no individual members. On the whole 1.094 company identification numbers have already been allocated. 107 scanning stores were operational. The symbol-marking rate in the grocery sector was approx. 90 %, whilst approx. 25 % of the general merchandise items were marked.

Due to discussions conducted by the Consumer Organizations on item price marking, the growth of the scanning installations has been slow in the second half of the year. However things are now clearing up and it is not expected that item price marking will become mandatory.

Talks have been conducted with A.C. NIELSEN concerning the access to sales data but no final agreement has been reached yet as regards the ways and means to solve this matter.

DANSK VAREKODE ADMINISTRATION published a new manual and ran a number of seminars. Subjects of the seminars were:

- EAN coding: When, how and why?
- EAN and ITF
- Seminar for suppliers of EAN symbols
- Seminar for users of EAN codes
- Automatic article registration

FINLAND

THE CENTRAL CHAMBER OF COMMERCE OF FINLAND
P.O. Box 1000
00101 HELSINKI 10
Tel. 358.0.650.133
Fax 358.0.650.303
Telex 123814

President: Mr. E. UTTER, Director KESKO OY

Executive Staff: LINDROOS Sven-Gustaf, Director

Newsletter: EAN-INFO

Synopsis of the activities in 1986

The Article Number Committee at the CENTRAL CHAMBER OF COMMERCE OF FINLAND has no individual members. At the end of 1986, 342 manufacturer numbers were allocated. The respective number at the beginning of the year was 278. At the end of 1986, 116 stores were equipped with scanners or wandreaders. The symbol-marking rate, 67 % at the beginning of the year, increased to about 76 % on grocery products at the end of 1986.

The Finnish «EAN-INFO» letter was published twice during 1986. Special attention was given to improve the price-marking on shelf tags. The discussions with the authorities about this important matter were continued.

The national standards for numbering books were updated. The textile industry showed interest in EAN numbering and symbol-marking.

FRANCE

GENCOD SARL
13 Boulevard Lefèbvre
75015 PARIS
Tel. 33.1.48.28.63.54
Telex 204715

Managers: Mr. J. PICTET, General Delegate IFLS
Mr. B. SUZANNE, General Director SYNDIFRAIS

Executive Staff: ANGUE Thérèse, Director
de CLOSMADÉUC Joël, External Relations
SION Bernard, Technical Adviser
GEORGET Pierre, Technical Adviser
LENOIR Christian, Technical Adviser
DANTIN Eric, Technical Adviser

Newsletter: GENCOD Information

Synopsis of the activities in 1986

At the end of 1986, 4.600 manufacturers and 280 distributors were members of GENCOD. 1626 retail stores were equipped with scanners or wandreaders. The symbol marking rate reached 95 % on grocery products and 65 % on general merchandise items.

The general total of members increased by 44 % in 1986, whereas the number of member companies in the general merchandise sectors doubled.

Several specialised distributors (DIY, sports) as well as FNAC (books - records - HI-FI) became member.

A Working Party dealt with the numbering of fruit and vegetables. Another examined the specific problem of pallets in the framework of symbol-marking despatch units.

In 1986, GENCOD organized 66 seminars on the GENCOD communication system and the EAN symbol-marking and 3 seminars on the ITF symbol-marking (for a total of 1.575 men/days of attendance). 5 regional general information meetings were held.

The study on the exchange of sales data was started again with the objective to come to a conclusion during 1987.

GERMANY

CENTRALE FÜR COORGANISATION

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5000 KÖLN 1

Tel. 49.221.57.49.02

Fax 49.221.57.49.159

Telex 8882151

Presidents: Mr. H. STERNBERG

Mr. MUND, Director REEMTSMA GMBH

Executive Staff: HAGEN Karlheinz, Director
WAGENER Günter, Executive Secretary - Project-
manager «EAN»
SCHULTE Karl, Projectmanager «Telecom-
munications»
SPITZLAY Heinz, Projectmanager «Scanning data
and logistics»

Newsletter: Coorganisation

Synopsis of the activities in 1986

General

At the end of 1986, 6.709 manufacturers and 2.891 distributors were members of CCG. There were 966 scanning stores as compared to 718 at the end of 1985. The symbol-marking rate reached 92 % on grocery items.

In 1986, CCG made special efforts to ensure that the EAN system be applied in the general merchandise sectors according to the EAN rules, ie identification to SKU level. In this connection it was of special importance that representatives of the electric industry, plastic and ironmongery products became members of the Supervisory Board of CCG.

The CCG-manuals were revised in view of a new publication. The experience of the pilot phase was taken into consideration and recommendations for the different branches of business (general merchandise, press, tobacco products, cash-and-carry stores,...) were integrated.

Telecommunications

The efforts for the introduction of the SEDAS ordering and invoicing procedures were continued:

- 170 manufacturers and 8 distribution chains exchanged invoices by means of the SEDAS-system.
- As far as the ordering information is concerned, 23 members took part in the SEDAS-DATA-SERVICE, a mailbox-system created in co-operation with «General Electric».

Scanning Data Exchange

The MADAKOM-project of CCG and the Gesellschaft für Konsumforschung (GfK), a consumer research bureau, was tested.

17 product manufacturers and 29 retail outlets took part in this test.

The pilot project will be continued in 1987, which means that the number of participants is likely to increase.

Logistics

Recommendations aiming at improving the physical distribution of consumer products between trade and industry were passed. These recommendations, which will be published in 1987, took into consideration the balance of interest of the parties involved, guaranteeing an efficient execution in the delivery of goods.

GREECE

HELLENIC CENTER OF ARTICLE NUMBERING

Xenofondos 15 A
ATHENS 105 57
Tel. 30.1.32.20.230
Telex 222924

Managers: Mr. L.P. KOSKOS, President of the National Council of Free Enterprises
Mrs. F. DIMOU, Member of the Board of the Federation of Greek Food Industries.

Executive Staff: GEORGAKOPOULOS Sotiris, Technical Adviser
VELONI Annie
TRUPOS Helena

Synopsis of the activities in 1986

At the end of 1986, 70 manufacturers and 1 association were members of HELLCAN. 90 % of the grocery items and 10 % of the general merchandise items were symbol-marked.

HELLCAN organized three EAN seminars mainly for exporters. HELLCAN is currently preparing a video and publications to use on a wider promotional campaign in 1987.

HUNGARY

HUNGARIAN CHAMBER OF COMMERCE - EAN BUREAU

POB 106
1389 BUDAPEST
Tel. 36.1.120.434
Telex 224745

President: Mr. J. ZAANYI, Vice President of the HCC

Executive Staff: VISZKEI György, Executive Director
VARGA Marta, Executive Officer
SZEKENI Endréné, Executive Assistant

Synopsis of the activities in 1986

By the end of 1986 the EAN BUREAU of the HUNGARIAN CHAMBER OF COMMERCE had 2 distributors and 301 manufacturers amongst its members. Actually the number of members doubled during the year. The symbol-marking rate on grocery items almost reached 10 %. The pharmaceutical industry also decided to apply the EAN coding system. Several trading companies made preparations to install scanning stores.

Apart from the general lectures for new members a series of presentations were held about the industrial application of bar-code techniques.

The national guidelines containing the ISBN and ISSN solutions for the coding of books and periodicals have been compiled. A working committee on EDI has started its activity.

ICELAND

ICELAND EAN COMMITTEE
c/o VERZLUNARRAD ISLANDS
Hus verslunarinnar
108 REYKJAVIK
Tel. 354.1.83.088
Fax 354.1.686.564
Telex 2316

President: Mr. A. ARNASON, Director of the ICELAND CHAMBER OF COMMERCE

Executive Staff: ALFREDSSON Haukur, Manager number bank and technical issues.

Synopsis of the activities in 1986

At the end of 1986, the ICELAND EAN COMMITTEE had 24 manufacturer and 2 distributor members. The symbol-marking rate on grocery items was between 47 and 50 %.

General information and international courses have been translated. Courses and lectures were held in the main packing factories.

ISRAEL

ISRAEL CODING ASSOCIATION
c/o Manufacturers Association of Israel
Industry House
29 Hamered Street
TEL-AVIV 68125
Tel. 972.3.650.121
Fax 972.3.662.026
Telex 342651

President: Dr. A. GANIGAR, Managing Director, TAYA Ltd.

Executive Staff: GABOR Kurt, Managing Director
NADEL Amnon, Secretary General

Synopsis of the activities in 1986

At the end of 1986, the ISRAEL CODING ASSOCIATION had allocated a total of 460 manufacturer and 130 distributor company numbers. 5 scanning stores were operational. The symbol-marking rate on grocery items reached 30 %.

ITALY

INDICOD
Via Serbelloni 5
20122 MILANO
Tel. 39.2.79.19.65
39.2.79.59.94
Telex 330899

President: Mr. G. RENI, Representative of DONELLI COMPANY

Executive Staff: LENTI Giovanni, Secretary General

Newsletter: Notiziario Indicod

Synopsis of the activities in 1986

INDICOD had, at the end of 1986, 3.561 manufacturers, 30 distributors, 44 publishers and 36 other members. The 30 distributor members represented more than 3.000 retail shops. The symbol-marking rate reached approx. 90 % on grocery products and approx.

15 % on general merchandise items. 550 stores were equipped with scanners.

The most important fact which characterized 1986 was that the Italian Finance Minister has initiated to grant the final approval to cash registers connected to scanning systems.

At present the installation of scanning systems in Italy is increasing very rapidly. INDICOD estimates that about 1.000 retail outlets will be equipped with scanning by the end of 1987.

A growing expansion of the EAN system into general merchandise sectors has been noticed as well.

JAPAN

THE DISTRIBUTION CODE CENTER

No. 3 TOC - Bldg. 7-23-1
Nishigotanda, Shinagawa-ku
TOKYO # 141
Tel. 81.3.494.4073
Fax 81.3.494.4080
Telex 33755

President: Mr. E. KAGEYAMA

Executive Staff: SASAKI Tetsuo, Executive Director
OKUYAMA Hideo, Executive Director of the
General
Affairs Department
YAMADA Kanji, Deputy Manager of the General
Affairs Department
ASANO Kyosuke, Executive Director of the Code
Center
ONO Kozo, Deputy Manager of the Code Center
SAITO Seiichi, Chief Researcher of the Code
Center
SATO Makoto, Chief Researcher of the Code
Center
FUKADA Mutsuo, Chief Researcher of the Code
Center
SEKIKAWA Hitomi, Chief Researcher of the Code
Center

Newsletter: DCC News

Synopsis of the activities in 1986

At the end of 1986 the DISTRIBUTION CODE CENTER had allocated 19,048 manufacturer numbers and 5,611 distributor numbers. The number of scanning stores reached 7,930 by June 1986. The symbol-marking rate amounted to 97 % on food items and to 90 % on toiletries and daily goods.

General information concerning the introduction of scanning

- * According to a survey conducted by DCC in June '86, approx. 8,000 stores have introduced EAN scanning systems with 30,000 terminals in operation. This means that the number of scanning stores is increasing at a high pace.
- * Large supermarkets have started to install POS systems on full scale to cover all their stores.

Expansion of EAN symbol-marking and scanning to new sectors of activity

- * Rapid development in source-marking was noticed in the following product categories during 1986: household electric appliances; records; pharmaceutical products and toys.
- * Source-marking started in the following product categories during 1986: watches & clocks; lenses for glasses; magazines; shoes; apparel (body fashion); household utensils, daily commodities (home improvement goods) and sporting.
- * Source-marking is ready to start in the following product categories: perishables, mainly fruit and vegetables; eggs; cameras; furniture and skin-diving goods.

Working party activity

- * JICFS (JAN Item Code File Service) Survey Committee
 - Feasibility Subcommittee
 - Data Exchange Subcommittee
 - Product Classification Subcommittee
- * Committee for drafting White Paper on POS
- * Committee for POS Shopping Area (Study on the joint effort of introducing POS systems by individual stores located in an integrated shopping street).
- * Committee for enhancing the establishment of a data system with wholesalers.
- * Committee for Despatch Unit Symbol Marking.
- * Survey on the current status of distribution data system (entrusted by the Municipality of Tokyo).
- * Committee for establishing distribution data system for household electric appliances.

Access to Sales Data

Under the leadership of DCC, experiments have started in 1985 on the system of collecting POS data from approx. 200 stores (1.000 terminals) and the feed back of processed data to manufacturers, wholesalers and marketing research companies. The experiments will last till December 1988.

Communication system

- * Enhancement of J-Protocol (Application to 9.600 b.p.s. in digital exchange circuit).
- * Establishment of a standard data exchange format by industries. The following industries were involved in the ordering system: daily commodities; confectionery; liquors, processed food; household electric appliances and the records. The chain stores were involved in the invoicing and payment system.

Conferences and seminars

- * The Second Store Automation Show was held in Tokyo from 20 to 25 March 1986. DCC tied up with the largest newspaper in Japan.
- * Seminars on the application of POS data were held from November 1986 till February 1987 in 15 major cities in Japan.

Publications

In 1986 about 10 different manuals related to POS systems were published for general users (and sold at ordinary book stores).

NETHERLANDS

STICHTING UNIFORME ARTIKELCODERING

Tournairestraat 3

1065 KK AMSTERDAM

Tel. 31.20.17.08.14

Fax 31.20.15.75.09

Telex 18765

President: Mr. A. HEIJN, President, AHOLD

Executive Staff: DE VRIES Jan P. Chr., Director
MUNSTERMAN Piet, Secretary
GREEP Marine

Newsletter: UAC Bulletin and TRANSCOM Bulletin

Synopsis of the activities in 1986

919 manufacturers, 32 distributors and 58 other members had joined the STICHTING UAC. 286 supermarkets and approx. 100 non-food stores are now equipped with scanners. The symbol-marking rate exceeded 90 % in the grocery sector.

Scanning is becoming more and more popular in supermarkets, but also in non-food shops such as drugstores, tax-free and liquor shops, clothing and shoe shops. Only in clothing shops, approx. 75 shops were equipped with scanners.

More and more non-food producers apply for membership at the STICHTING UAC. On a regular basis contacts are held with organizations to discuss the coding of hardware, pharmacy, clothing etc. Moreover, a growing interest in using EAN and other symbol technologies in the industrial field has been noticed. The STICHTING UAC always advises to use the standard EAN-13 article numbering. At the end of February 1986, Mr. A. HEIJN, President of the STICHTING UAC, officially launched TRANSCOM in the Netherlands. TRANSCOM, a set of standards for automatic interchange of trading data, includes standards for ordering, invoicing, deliveries, product and address information. TRANSCOM is based on the internationally agreed Guidelines for Trade Data Interchange (UN/GTDI) and makes as much as possible use of the Trade Data Elements Directory (UN/TDED). In the «transport» of TRANSCOM-messages, distinction is made between company to company communication and communication via a network. For the «Construction» and «Translation» of the TRANSCOM format, Interbridge, a software package of Sitpro UK, is used. In november 1986, 30 companies from food and DIY sectors declared that they would start using the TRANSCOM standards in 1987.

The access of sales data, CUM (Central Exchange of Scanning Data) started in 1986. At the end of the year, 113 scanning supermarkets supplied data to the CUM.

NEW ZEALAND

NEW ZEALAND PRODUCT NUMBER ASSOCIATION LTD.

P.O. Box 11-110

WELLINGTON

Tel. 64.4.846.669

Telex 30146

President: Mr. J. POTTER, Managing Director NESTLES NZ Ltd.

Executive Staff: HOUSTON Barry, Executive Director
DAWSON Bernice, Executive Assistant

Newsletter: NZPNA Newsletter

Synopsis of the activities in 1986

At the end of 1986, the NEW ZEALAND PRODUCT NUMBER ASSOCIATION had 1,009 manufacturer, 233 distributor and 53 other members. In all 155 retail shops were equipped with scanning. 95 % of the grocery assortment and 6 % of the general merchandise assortment was symbol-marked.

A major event in New Zealand was the establishment of a nationwide scandata system. From 30 grocery retail scanning stores the records of all sales are obtained and forwarded to a central bureau for amalgamation and the preparation of reports for manufacturers. The reports are produced 4 weekly and contain details of each week's activities. They show the product sales of each manufacturer and have proven a valuable source of information on product sales and movement. The scheme was established as a 2 year pilot and the end of the first year saw the sale of 296 category reports. The service has been very well received and established a proven creditability. They enable current trends in the market place to be monitored but in addition other services are offered such as media and promotion spending. Further benefit has been the quality control which has resulted from having a complete data base of every number which is scanned in stores throughout the country. Any duplications or irregularities can be identified.

November 1986 saw the first liquor retail outlet scanning and since then there has been a general movement within the liquor industry to barcode their products.

Two retail booksellers have introduced scanning. One has linked the scanning system to a PC which also prepares invoices and obtains reports from it while the other one has integrated the scanning system to its accounting system.

Book tokens have also been symbol-marked to enable a trace on sales.

A working party was established to consider the introduction of EDI for industry in New Zealand. At this stage it has been decided that such a system should be set up but a decision has yet to be made on the specifications which should be used.

Seminars are part of an ongoing educative programme and in April

1986 training programmes were conducted in the four main centres in New Zealand. They were well attended and received. The other notable occurrence was the transfer of Brian SMITH from New Zealand to Australia, where he is carrying on with his good work at APNA.

NORWAY

NORSK VAREKODEFORENING

Postboks 6793 St. Olavs plass

0130 OSLO 1

Tel.: 47.2.11.41.68

Chairman of the Board: Mr. A. SØRLI, Norges Kooperative Landsforening

Executive Staff: JOHANSEN Evelyn, Executive Manager

Newsletter: EAN-NYTT

Synopsis of the activities in 1986

By the end of 1986, the Norwegian Numbering Organization NORSK VAREKODEFORENING had allocated 828 manufacturer numbers of which 170 were numbers for the coding of variable weight items and 12 were EAN-8 numbers. The symbol-marking rate increased from 80 to 95 %. 342 scanning stores were operational.

Error messages from scanning stores showed that the main error had changed from wrong colour-contrast to bad print quality.

During 1986 the Norwegian Numbering Organization published EAN specifications for the numbering and symbol-marking of despatch units and an information package for schools. This package was sent to primary, secondary and trade schools. NORSK VAREKODEFORENING also published and distributed 3 numbers of the Newsletter «EAN-NYTT».

The Annual Meeting decided that the Numbering Organization should take care of, choose and manage the use and the development of standards for electronic data communication, and conduct the development of a major network service for data communication between manufacturers, wholesalers and retailers. A working party will be formed to take care of the matter.

In 1986 many numbers have been allocated to non-food manufacturers and the Organization of Ironmongers also decided to adopt the EAN standard.

PAPUA NEW GUINEA

PAPUA NEW GUINEA PRODUCT NUMBERING ASSOCIATION
P.O. Box 1621
PORT MORESBY
Tel. 675.21.30.77
Telex 22246

Executive Staff: MILLETT John

Synopsis of the activities in 1986

The PAPUA NEW GUINEA PRODUCT NUMBERING ASSOCIATION had by the end of the year, 20 manufacturer and 4 distributor members. One scanning store has been equipped. The symbol-marking rate on grocery items reached 70 %. 5 % of the general merchandise items were symbol-marked.

In 1986, the activities were dedicated to:

- The dissemination of general information on scanning/bar code to prospective members and local manufacturers.
- The issuance of product number blocks to members.
- General scanning promotion.

PORTUGAL

CODIPOR
Campo Grande 286-5°
1700 LISBOA CODEX
Tel. 351.1.758.62.72
Fax 351.1.38.61.97
Telex 62357

President: Mr. A. MELLO CAMPELLO, Director NESTLE

Executive Staff: ROUSSEAU José, General Secretary

Synopsis of the activities in 1986

CODIPOR became member of EAN in April 1986. At the end of the year 109 manufacturers, 21 distributors and 22 other associations were member of CODIPOR. 95 company identification numbers were allocated.

In April, CODIPOR took part in the INFORCOM seminar at the Lisboa District Commercial Association Union. CODIPOR was present with

a stand and circulated an information leaflet at that occasion. A special issue of Comércio de Lisboa Magazine was devoted to EAN. In October, CODIPOR published a press release concerning its activities and the national seminar. This CODIPOR National Seminar was held on 5-6 November and attracted participation of exhibitors of POS and verification equipment (such as Bizerlis, Bull, NCR, Nixdorf, ...).

In December, CODIPOR made a communication to announce an educational seminar on EAN.

SOUTH AFRICA

SOUTH AFRICAN NUMBERING ASSOCIATION

P.O. Box 41417
CRAIGHALL 2024
JOHANNESBURG
Tel. 27.11.787.43.87
Telex 421460

President: Mr. C.D. HURST, Financial Director, PICK 'N PAY Retail Chain

Executive Staff: PEARCEY Robert, Executive Director

Newsletter: SAANA Newsletter

Synopsis of the activities in 1986

During 1986, the membership of SAANA grew to 1.340 companies, with 1163 falling into the manufacturer category, 65 into distribution and 112 companies into other categories. The source-marking of grocery items increased from 80 % to 85-90 %. The symbol-marking rate amounted to 5-10 % on general merchandise products.

56 stores were equipped with scanning systems by the end of the year. Worthy of note are installations of scanning systems in Trador Cash & Carry and the Pick 'n Pay Group. Trador equipped 8 of their stores with on-line scanning systems and are currently scanning 100 % of items through their check-outs. As few cash and carry packs are currently barcoded at source, Trador barcodes all product packs in-store following receipt at their back door. Pick 'n Pay opened a new Hypermarket in Ottery in the Cape with a total of 82 scanners located at 69 checkouts and other service points throughout the store. Six checkouts are equipped with dual slot and hand-held scanners. Even items in their restaurant and staff canteens are scanned

from pre-printed menus. A new venture for the same retail group was to open a Cash & Carry store in November, called Price Club, with 100 % scanning.

Major retailers have advised scanning equipment supplier that they intend to commence coupon scanning from the 1st January, 1988 and expect equipment to be able to conform to EAN standards by this date.

Scanning has been well accepted by consumers overall and resistance to item price removal has been encountered at only one store to date – an existing store that converted to scanning just over one year ago.

A decision was taken at the last SAANA Council Meeting to form an E.D.I. Working Group with responsibility to set standards for the electronic exchange of data between trading partners. The Working Group has been formed and will hold its first meeting in January, 1987.

Updates to SAANA Guidelines, covering Variable Weight Despatch Unit Coding, revised symbol location guidelines for consumer units as well as other revisions, were released during June, 1986. Further updates to cover coupon coding and reserved velocity codes are planned for the first quarter of 1987.

SPAIN

ASOCIACION ESPANOLA DE CODIFICACION COMERCIAL
c/Mallorca 288, entlo
08037 BARCELONA
Tel. 34.3.207.53.62
Telex 99616

President: Mr. F. RIERA-MARSA, NABISCO BRANDS ESPAÑA

Executive Staff: BONMATI José, Director
IZARD Gabriel, Technical Director
MIQUEL Rafael, Director Promotion

Newsletter: Noticias AECOC

Synopsis of the activities in 1986

By the end of 1986, the Spanish Numbering Organization AECOC had 2.088 manufacturer, 86 distributor and 57 other members. 188 retail stores were using slot scanners or handheld readers. According

to the latest Nielsen report, 93 % of all food products were source-marked.

During 1986, AECOC's membership grew by 45 %, reaching 2.231 members by the end of the year, while the number of distributors increased by more than 100 %. In 1986 AECOC assigned 669 new company identification numbers.

The EAN system was adopted in several sectors, like textile, DIY, audiovisual equipment, the toy industry, etc...

During 1986, the national rules for the coding of variable weight items and for the coding of despatch units were agreed and published. AECOC also set up a special working party to investigate the best use of pallets in physical distribution.

The main project developed in 1986 was the communications systems, the principles of which were agreed by the AECOC General Meeting of April 1986. A Working Party was entrusted to draft the specifications which will form the basis of the future data communication between trade and industry. The AECOC Council arrived at the compromise to finish the first draft by May 1987.

In 1986, AECOC published 4 issues of the «Noticias AECOC» and a leaflet containing general information about the EAN system and AECOC's activities.

AECOC created a new service for distributors called «TARJETA DE AVISO DE ERROR DEL SIMBOLO EAN». This service aims at an efficient control of the symbol-marking errors.

During the year, AECOC carried out 4.000 checks of printed symbols and filmmasters. This service is free of charge for the members.

Ten seminars were organized throughout Spain for member companies and one for printers.

The conference «Primeras Jornadas Nacionales AECOC» held in Madrid in October 1986 was a great success. AECOC also participated in various meetings and conferences throughout Spain.

Finally, AECOC had its own stand in EUROCOMERCIO (Madrid), an international fair for commercial services.

SWEDEN

SWEDISH EAN COMMITTEE

Box 5512

114 85 STOCKHOLM

Tel. 46.8.11.05.90

Fax 46.86.62.74.57

Telex 19673

President: Mr. R. LINDMAN, President SUNLIGHT (1986)
Mr. R. FAHLIN, President ICA-FÖRBUNDET (1987)

Executive Staff: PASSAD Björn, Executive Officer
FRIGGEBÖ Bengt, Executive Officer

Newsletter: EAN-INFO and EAN in Media

Synopsis of the activities in 1986

At the end of 1986, the SWEDISH EAN COMMITTEE had allocated 1.099 company identification numbers. During 1986, the number of scanning stores increased from 385 tot 575 and the symbol-marking rate reached 89 % by volume.

Roughly 7 % of all food stores were equipped with scanning systems. However, most scanning stores are above the average size. It should therefore be assumed that almost 20 % of product volumes are being scanned.

The quality of source-marked symbols has continuously been watched very closely and is considered to be fairly good. Observed errors have been reported by the retailers and were dealt with. A special seminar was dedicated to symbol quality.

During 1986, source-marking of general merchandise items increased dramatically. The demands from department stores were already known but in 1986 retailers of ironmongery products and paints also started requiring EAN source-marking. This latter development was the consequence of the decision by the Swedish Association of Ironmongers and by the Swedish Association of Paint Retailing to adopt the EAN standard.

In addition, major textile and fashion companies are considering to use EAN, although no official decisions were taken yet. A number of small fashion retailers are running tests with EAN in-store marking. The extension of EAN into other specialized trades and its breakthrough in the areas of newspapers, books and paperbacks are now evident.

Leading chains of gasstations, also selling car accessories and food have taken a great interest in EAN. The food items are already source-marked and their computer systems for gas and car accessories are mostly highly advanced.

A growing interest in EAN despatch units symbol-marking has been noticed with wholesalers, Cash and Carry stores and to some extent with retailers for backdoor scanning. A programme describing the next steps in that development will be set up by the end of 1987.

A major study on the cashiers working situation was carried out, tak-

ing ergonomical, physical, technical and security factors as well as customers' demands into consideration. This study resulted in a 200 page report, including a detailed list of demands related to every check-out component.

The access to sales data issue progressed in the sense that the leading retail chains were able to agree on what data elements to use in the future.

A study initiated by the Swedish Consumer Authority concerning price information and consumer reaction to a decreased rate of item price-marking was published early 1986. The final conclusion was that stores removing item price marking are to be regarded as «test stores». Before being «accepted» as stores running the new technique for good they need to demonstrate a reasonable level of alternative price information on shelflabels, signboards or by other means.

SWITZERLAND

SCHWEIZERISCHE ARTIKELCODE VEREINIGUNG/
ASSOCIATION SUISSE CODE DES ARTICLES

Güterstrasse 133

4002 BASEL

Tel. 41.61.20.73.11

Fax 41.61.35.29.63 (*)

Telex 65133 (*)

(*) To the attention of SACV

President: Mr. H. THULI, President of the Direction COOP SUISSE

Executive Staff: SCHAER Niklaus, Director
JOST Roger, Project Manager
WEBER Marlies, Head Administration
SCHUBENEL Robert, Project Manager ADMINFO

Newsletter: SACV Bulletin

Synopsis of the activities in 1986

The ASSOCIATION SUISSE CODE DES ARTICLES had 530 manufacturer, 132 distributor and 77 other members by the end of 1986. In all, 56 stores were equipped with scanners or wandreaders. More than 95 % of the articles in the grocery sector were symbol-marked, whereas the symbol marking rate on general merchandise items was around 50 %.

Growth of the scanning stores in Switzerland was between the

predicted 50 to 100 %. A remarkable event was the opening of 4 supermarkets by Migros, the market-leader in food-supermarkets. Coop, the other large chain in Switzerland, is preparing a highly sophisticated software and will re-open a scanning-store in 1987. The first COOP scanning-supermarket fulfilled its task as pilot store for gaining experience in hard- and software matters, as well as for the internal re-organizations, which are required to benefit in the best possible way from EAN-scanning. 30 % of the scanning-supermarkets were opened by the newly founded leader in scanning-stores, the Billi-chain. They want to increase the number of stores by another 30 supermarkets within the next two years. Quite a few other large retailers do have plans to start implementing scanning within the next two to three years.

The pharmaceutical industry and the national health organization definitely agreed to adopt the EAN-numbering, which means that symbol-marking of pharmaceutical and para-pharmaceutical products will start in 1987.

Other sectors such as the ironmongers and the department stores are either highly interested in EAN-scanning or preparing its implementation.

Symbol-marking in general merchandise increased steadily in 1986. In general the level is still around 50 %, but certain supermarket chains are already reaching 95 % and more at the present time.

ADMINFO, the telecommunication project has been used for the first time at the end of 1986 and is now, on a provisional basis, ready for use.

Working parties dealt with the development of basic data records for product information, ergonomic check-out problems, EFT, the symbol-marking of beer, wine and mineral water crates as well as coupon coding. Most of these working parties will continue and probably conclude their work in 1987.

The exchange of sales data was prepared so that, as soon as there will be a sufficient number of scanning stores, the project could start at short notice.

Various conferences were held in order to inform retailers all over the country about scanning. A national conference was held regarding the development of EAN scanning and its implications on marketing. The usual seminars for EAN Coordinators were held twice in French and in German in an improved form.

Articles were published in the specialized press about the advantages of EAN scanning, symbol location, symbol problems and the development of EAN-scanning in Switzerland at present and in future.

Finally the Swiss Numbering Organization moved from Vevey to

Basle, where the management was handed over by Otto MARTZ to Niklaus SCHAER. Mr. O. MARTZ retired after having spent ten years of his time to develop and promote EAN in Switzerland.

TAIWAN ROC

ARTICLE NUMBERING CENTER OF R.O.C.
P.O. Box 24-851
TAIPEI
Tel. 721.77.15
Telex 25191

Executive Staff: LIN HUI, Secretary General

Synopsis of the activities in 1986

The ARTICLE NUMBERING CENTER OF ROC was admitted to EAN membership from 1 July 1986 onwards. The Organization will start its activities in spring 1987.

UNITED KINGDOM AND IRELAND

*** United Kingdom**

ARTICLE NUMBER ASSOCIATION (UK) Ltd.
6 Catherine Street
LONDON WC 2B 5JJ
Tel. 44.1.836.2460
Fax 44.1.836.0580
Telex 299388

Chairman: Mr. D. BARRETT, Finance Director FINE FARE Ltd. (till June 1987)

Executive Staff: OSBORNE Andrew, Secretary General
FENTON Nigel, Executive Secretary

Newsletter: ANA NEWS

Synopsis of the activities in 1986

At the end of 1986, ANA (UK) had 4.013 manufacturer, 259 distributor and 132 other members. The source-marking rate exceeded 95 % on grocery items and reached 40-60 % on general merchandise.

By the end of the year 793 stores were scanning, almost half of them outside the grocery sector. Home decorating Fads, DIY retailer B & Q and the books, records and general merchandise outlets operated by WH Smith were prominent in the list.

In 1986 ANA celebrated its tenth anniversary with further significant advances in the use of article numbering standards, and with a major national conference. Over 400 delegates attended the conference at the Hilton Hotel in London and heard that advances in implementing the standards were «unstoppable». Senior executives from member companies described how scanning at the point of sale, in warehousing and in distribution, sales data from the point of sale and electronic communications were being used strategically and tactically to improve their business operations.

Discussions with several sectors of manufacturing industry proved fruitful in spreading the EAN standards. Rules for coding greeting cards were agreed and discussions with textile manufacturers led to the conclusion that EAN is entirely appropriate for coding clothes. Builders merchants began a campaign aimed at encouraging further source marking of builders' materials.

The ANA's sales data service for manufacturers was improved and enhanced. The store sample contributing data to the service was more than doubled to 71 stores. Short term reports to provide an insight into new product launches and seasonal variations were made available.

A thorough investigation of printing symbols onto shrink wrapped despatch units was completed. The comprehensive report on the trials notes that ink jet technology shows promise as a technique for applying symbols to shrink wrapped outers on manufacturers' packing lines.

The level of source coding of despatch units continued to rise. Over 15.000 different despatch units were symbol-marked at source by the end of the year and the Association launched a programme aimed at achieving 99 % source coding within five years.

Despatch units are being scanned by several manufacturers and by cash and carry wholesalers Makro who opened their second scanning outlet during the year.

Use of the TRADACOMS standards for electronic data exchange and of the TRADANET network continued to grow. By the end of the year over 400 companies were benefiting from the use of the standards and over 100 of these had signed up to use the network.

The standards were expanded to include several new formats, particularly for example, stock movement files, picking instructions and stock availability reports. Collection and co-ordination of the views of UK industry on EDI matters continued through the Association's Inter-

Industry Forum and ANA also made a major input to the development of International EDI standards by the UNJEDI task force, and is directly represented on the UNJEDI message design group. Secretariat and Working Party members spoke at a large number of conferences, seminars and workshops giving national and international audiences the benefit of their experience in the use of standards for numbering, symbol marking and communications. Three new videos were produced covering article numbering in general, TRADANET and the despatch unit coding standards. The Operating Manual was updated in response to further development in the standards.

*** Ireland**

ARTICLE NUMBER ASSOCIATION OF IRELAND
Confederation House
Kildare Street
DUBLIN 2
Tel. 353.1.779.801
Telex 24711

President: Mr. F. QUINN, Chairman, SUPERQUINN Ltd.

Executive Staff: GIBBONS Jarlath, Secretary

Synopsis of the activities in 1986

At the end of 1986, ANA of Ireland had 328 manufacturer, 8 distributor and 9 other members. 10 stores were scanning. The symbol-marking rate on food products was 95 % whereas 25 % of the general merchandise items were marked.

USSR

THE USSR CHAMBER OF COMMERCE AND INDUSTRY
Kuibyshev Str.
MOSCOW 103684
Tel. 298.32.31
Telex 411126

President: Mr. E.P. PITROVANOV

Executive Staff: Mr. I.I. GAIDAENKO, Secretary General
Mr. V.I. TELEGIN
Mr. M.Kh. AKOPOV

Synopsis of the activities in 1986

The USSR CHAMBER OF COMMERCE AND INDUSTRY was admitted to EAN membership at the EAN General Meeting of May 1986.

YUGOSLAVIA

YUGOSLAV ASSOCIATION FOR ARTICLE NUMBERING

c/o Privredna Komora Jugoslavije

Terazije 23

11000 BEOGRAD

Tel. 38.11.339.461

38.11.335.709

Telex 11638

President: Mr. B. GOBEC, Director Development JOSIP KRAS

Executive Staff: MITIC Bozidar, Secretary

Synopsis of the activities in 1986

By the end of 1986, JANA, the Yugoslav Association for Article Numbering had 120 manufacturer, 19 distributor and 23 other members. 43 stores were scanning. The symbol-marking rate was 9 % on grocery items and 3 % on general merchandise products. 40 stores of the «Beograd» chain prepared the introduction of scanning.

In 1986, JANA revised its EAN manuals to be published in 1987 and informed its members on a regular basis about the latest EAN developments.

In September 1986, JANA hosted the EAN Executive Committee meeting in Dubrovnik.

JANA organized technical and educational seminars for the present and future member companies, to promote, introduce and implement the EAN system.

A. MEMBERS AND ALLOCATED COMPANY IDENTIFICATION NUMBERS

Numbering Organization / Country	Number of Members			Numbers allocated	
	Manu- factu- rers	Distri- butors	Others	To manu- factu- rers	To distri- butors
CODIGO (Argentina)	167	6	8	167	1
APNA (Australia)	2042	24	22	1852	18
EAN-AUSTRIA (Austria)	1071	112	123	—	—
ICODIF * Belgium	784	31	—	784	31
* G.D. of Lux.	33	3	—	33	3
ABAC (Brazil)	112	76	103	85	4
CYPRUS CCI (Cyprus)	77	4	—	63	—
CCCI (Czechoslovakia)	560	73	227	62	2
DVA (Denmark)	Organizations only			1094	
CCC OF FINLAND (Finland)	Organizations only			342	
GENCOD (France)	4600	280	—	15800	1100
CCG (Germany)	6709	2891	—	6709	2891
HELLCAN (Greece)	70	—	1	70	—
HCC (Hungary)	301	2	—	301	2
ICELAND EAN COMMITTEE	24	2	—	24	5
INDICOD (Italy)	3561	30	80	3830	31
ISRAEL CODING ASS.	117	600	—	460	130
DCC (Japan)	19048	5611	—	19048	5611
STICHTING UAC (Netherl.)	919	32	58	861	35
NZPNA (New Zealand)	1009	233	53	1000	78
NORSK VAREKODEFORE- NING (Norway)	Organizations only			828	
PNGPNA (Papua New Gui- nea)	20	4	—	20	—
CODIPOR (Portugal)	109	21	22	84	11
SAANA (South Africa)	1163	65	112	1163	65
AECOC (Spain)	2088	86	57	2124	27
SWEDISH EAN COMMITTEE (Sweden)	Organizations only			1099	
SACV (Switzerland)	530	132	77	580	127
ANC OF ROC (Taiwan)	—	—	—	—	—
ANA * UK	4013	259	132	5668	
Ireland	328	8	9	329	8
USSR CCI (USSR)	—	—	—	—	—
JANA (Yugoslavia)	120	19	23	120	18
TOTAL:				74.798	

B. NUMBER OF SCANNING STORES PER COUNTRY

Member Country	Number of scanning stores
JAPAN	7.930 (June 1986)
FRANCE	1.626
GERMANY	966
UK + IRELAND	803
SWEDEN	575
AUSTRALIA	561
ITALY	550
NETHERLANDS	386
NORWAY	342
BELGIUM + GD OF LUXEMB.	295
SPAIN	188
NEW ZEALAND	155
AUSTRIA	148
FINLAND	116
DENMARK	107
SWITZERLAND	56
SOUTH AFRICA	56
YUGOSLAVIA	43
ARGENTINA	22
ISRAEL	5
CYPRUS	3
BRAZIL	1
CZECHOSLOVAKIA	1
HUNGARY	1
ICELAND	1
PAPUA NEW GUINEA	1
GREECE	—
PORTUGAL	—
TAIWAN	—
USSR	—
TOTAL:	14.938

C. SYMBOL MARKING RATE ON FOOD AND GENERAL MERCHANDISE ITEMS

Member Country	Symbol marking rate	
	FOOD	GENERAL MERCHANDISE
ARGENTINA	3 %	NA
AUSTRALIA	+ 95 %	10 %
AUSTRIA	70 %	NA
BELGIUM+G.D.LUX.	95 %	NA
BRAZIL	0.5 %	-
CYPRUS	10 %	NA
CZECHOSLOVAKIA	2 - 3 %	
DENMARK	90 %	25 %
FINLAND	± 76 %	NA
FRANCE	95 %	65 %
GERMANY	92 %	NA
GREECE	90 %	10 %
HUNGARY	10 %	1 %
ICELAND	50 %	
ISRAEL	30 %	NA
ITALY	90 %	15 %
JAPAN	97 % (* 1)	90 % (* 2)
NETHERLANDS	+ 90 %	-
NEW ZEALAND	95 %	6 %
NORWAY	95 %	NA
PAPUA NEW GUINEA	70 %	5 %
PORTUGAL	NA	NA
SOUTH AFRICA	85-90 %	5-10 %
SPAIN	93 %	NA
SWEDEN	89 %	NA
SWITZERLAND	+ 95 %	50 %
TAIWAN	-	-
U.K.	+ 95 %	40-60 %
IRELAND	85 %	35 %
USSR	-	-
YUGOSLAVIA	8 - 9 %	3 %

(* 1): Source: A.C. Nielsen as per 30 June 1986.

(* 2): This figure refers to the health and beauty aids that are sold in supermarkets. There are no figures with regard to general merchandise as a whole.

