

INTERNATIONAL ARTICLE NUMBERING ASSOCIATION E.A.N.



ANNUAL REPORT 1985

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ANNUAL REPORT 1985

Never has the International Article Numbering Association EAN known such an expansion as in 1985. The membership of Iceland, Argentina, Cyprus and Greece became effective early in 1985. The Ordinary General Meeting of May 1985 approved the membership of three more countries: Brazil, Papua New Guinea and Taiwan. In December, the General Assembly was asked to vote on the membership of Portugal, to become effective early in 1986. EAN now spans 30 nations: 28 as fully affiliated organizations and 2 through links with neighbouring countries. During 1985, it was agreed that EAN should play a more pro-active role in enlisting new member countries and in providing information to their companies and organizations to make them aware of the EAN system and all its benefits.

1985 also saw a continuing consolidation of product identification and scanning of both food and general merchandise.

Special attention was given to closer collaboration between EAN and UCC.

In 1985 the majority of EAN numbering organizations saw a rapidly increasing membership. Symbol marking rates and numbers of scanning stores also grew significantly around the world. By the end of the year a total of over 10.000 stores in EAN countries were using scanning at the point of sale.

Several EAN countries were active in the development of communications systems and of arrangements for the supply of sales data from scanning stores to manufacturers.

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 Auckland - New Zealand on 10 May 1985 under the chairmanship of Mr. A. HEIJN. The General Assembly approved the annual report and the accounts of 1984, as well as the budget and fees for the first half of 1985 and for the period 1 July 1985 - 30 June 1986. It 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.

Much of the EAN General Meeting was devoted to a discussion of FAN, a disturbing development in Germany. The FAN system (standing for Firmenadress - und Artikelnummernsystem) was promoted to the German industry as a rival to EAN. In its strong opposition to the FAN system, the General Assembly emphasized the lack of a valid reason for a new article numbering system, plagiarism and ambiguity. Legal proceedings were started in the German courts involving CCG, the German EAN Numbering Organization, as plaintiff against DGWK (Deutsche Gesellschaft für Warenkennzeichnung) for illicit use of the EAN system. The International Article Numbering Association EAN decided to join CCG as co-plaintiff. On 10 September, the Berlin Court of Appeal pronounced its judgment in favour of CCG and EAN and forbade DGWK to use any part of the EAN article numbering capacity and to represent FAN numbers in EAN-13 symbol format.

The General Assembly endorsed the final report of the Working Party «General Merchandise». The main conclusion of the report was that a unique EAN article number should be assigned to every product variant in general merchandise, just as in numbering grocery items. It was also agreed that Numbering Organizations should treat general merchandise manufacturers and traders as equivalent to grocery manufacturers whenever possible. It was further recognized that EAN should design public relation programmes to ensure that all sectors of trade and industry are aware of the existence of EAN and are educated into the appropriateness of adopting the standard.

The decision of the Executive Committee to dissolve the Working Party «Worldstructure» and to set up a new Working Party called «New Membership» was confirmed. The first task of the «New Membership» Working Party was to develop promotional activity to encourage countries all over the world to apply for EAN membership. The General Assembly agreed that EAN should play a more pro-active role in enlisting new member countries and if needed provide the applicants with assistance to fulfil EAN's membership conditions.

Moreover it was decided to elaborate a system for the allocation of provisional manufacturer numbers to companies in non-member countries which are requested to symbol-mark their products for export to EAN countries.

The General Assembly heard that liaison between UCC and EAN (and between STAC and ESTAC) over the past twelve months has been closer than ever before. Future development of numbering and symbol-marking systems will be based on the same philosophies and approaches.

Three new organizations were admitted to EAN membership: «ABAC» (Associação Brasileira de Automacao Commercial) in Brazil, «PNGPNA» (Papua New Guinea Product Numbering Association) in Papua New Guinea and the «Article Numbering Center of R.O.C.» in Taiwan.

Beside this Ordinary General Meeting, the postal vote procedure was used twice in 1985. In November, the General Assembly was requested to sign a «Declaration on protection of the EAN system from alien influences», while in December a similar procedure was used to vote on the application for membership of CODIPOR (Associação Portuguesa de Identificação e Codificação de Produtos). Thanks to the unanimous vote of the General Assembly members, the Portuguese Organization benefits from EAN membership from early 1986.

EXECUTIVE COMMITTEE

The Executive Committee met three times:

- in Montreux (Switzerland) on 20 March 1985
- in Santa Margherita Ligure (Italy) on 20 September 1985
- in Budapest (Hungary) on 16 and 17 December 1985.

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 1985:

- 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.
- Final discussion on and formal approval of the «EAN specifications for variable quantity despatch units».
- Presentation and initial discussions of proposals for a «Possible new EAN structural Organization as from the General Meeting 1987». The reasons for establishing this document was the man-

date from the General Assembly to the Coordinating Committee to prepare reinforcement of the General Secretariat and to find rules for the election of members of the Executive Committee when it is limited to maximum 25 members.

- Analysis and assessment of the FAN system. Drafting of EAN declarations in this respect.
- EAN coupon coding: discussion and elaboration of EAN specifications, EAN guidelines and specific guidelines for equipment suppliers. In September, a special meeting on the «coding of coupons» was held. The final EAN coupon specifications and guidelines will be issued in the course of 1986.
- Liaison between EAN and UCC and between ESTAC and STAC. Discussion of actions on EAN/UPC compatibility.
- ESTAC membership and meeting procedures. Contacts with AIM-Europe.
- Approval of the EAN policy regarding the direct assignment of manufacturer numbers by EAN to manufacturers in non-member countries.
- Possible solutions for the allocation of additional EAN-8 number banks to Numbering Organizations.
- Discussion on scheduling EAN meetings.
- Examination of the need to set up an «EAN glossary of terms».
- Exchange of information on various topics such as access to sales data, interpretation of the EAN specifications, numbering and symbol-marking of pharmaceuticals, etc.

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
T. WILSON/H. JUCKETT - UCC

The working party met three times in 1985. Its proceedings covered the following subjects:

- Discussion and establishment of the final presentation of the EAN specifications for «Variable Quantity Despatch Units», according to

the decisions of the Executive Committee.

- Add-ons and supplementary encodings on consumer units and despatch units: The Working Party first examined the results of the inquiry amongst the membership into the potential needs for add-ons and set up a catalogue of all requests to be taken into consideration. Comprehensive discussions were held on the elaboration of possible solutions comprising numbering structures, symbol types, marking procedures, etc. The main concern was the fact that supplementary encodings can be scanned at any point of the flow of goods. It was therefore necessary to find a system that provides clear identification of the type of supplementary information read, in order to avoid interference. The Working Party investigated a number of possible solutions where the differentiation between the EAN or ITF despatch unit symbol and the supplementary encoding is achieved by location, by symbol length and by symbology. At present, various technical symbol scanning issues need still to be clarified. The Working Party expects to come up with a final proposal during 1986.
- Updating of the EAN despatch units specifications. In parallel, the Working Party examined the new UCC Shipping Container Symbol Specifications aiming at the achievement of common specifications.
- Discussion on the problem of numbering and symbol-marking despatch units in multinational companies.
- Reply to specific questions raised by Numbering Organizations and users, concerning despatch units identification.

*** 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 three times in 1985.

At its first meeting, the Working Party made an evaluation of the EAN seminar which was held in Tokyo on 23 March 1985. This successful seminar, prepared and organized by the members of the Asian/Pacific Task Force (composed of Messrs. K. ASANO of DCC, E. BOONET, of EAN, R. SHAW of APNA, B. SMITH of NZPNA) was the first EAN information meeting for companies and organizations in non-member countries. About 25 persons, mainly from Singapore, South-Korea and

Taiwan attended the seminar. They represented manufacturers, retailers, Chambers of Commerce, filmmaker and equipment suppliers. A textbook, including the lectures of the speakers and useful information on the EAN system and Association was compiled and made available.

At its second meeting, the Working Party held discussions on possible «EAN Marketing Strategies». It was acknowledged that concrete strategies will have to be worked out country by country taking into account the level of industrialization as well as the relevant internal and external economic and commercial structures. In order to permit an evaluation of the «state of readiness» of the various countries in the world, the General Secretariat compiled lists of contacts throughout the world with a comment on the type and extent of contact made either with the Secretariat or with a Numbering Organization. The Working Party proposed to assign areas or countries to project groups or individuals who will concentrate on that area or country and encourage the formation of Numbering Organizations.

The Working Party discussed and established a proposal for EAN policy regarding the direct assignment of manufacturer numbers by EAN to manufacturers in non-member countries. This new policy was approved by the Executive Committee. Providing an exporting company in a non-member country complies with a set of conditions, it can now be granted a manufacturer number by EAN. However, the creation of EAN Numbering Organizations in each country or group of countries is and will remain the main objective.

At its third meeting, the Working Party held comprehensive discussions on the organization of EAN project groups in the various areas in the world. Three regional project groups were proposed: an Asian/Pacific project group (which would replace the existing Asian/Pacific Task Force), a European project group and a Central and South American project group. They would be composed of representatives from Numbering Organizations in the region and of the General Secretariat and would investigate and implement concrete actions with the non-member countries in the region.

Finally, the Working Party proposed that a new EAN pamphlet be drafted for use by companies in non-member countries which would contain useful information for creating and starting the operation of a Numbering Organization. This pamphlet would be given a very large distribution with the help of multinational companies and international organizations.

*** Harmonization of the communications 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 - SACV

A.T. OSBORNE - ANA

B. PASSAD - SWEDISH EAN COMMITTEE

K. SCHULTE - CCG

This working party met in September 1985. Members of the working party exchanged information on progress in introducing national communication systems and on national legislation regarding paperless communication.

The following important recommendations were presented by the Working Party and endorsed by the Executive Committee:

- EAN should endorse UN's GTDI and encourage Numbering Organizations to adopt GTDI whenever possible. Numbering Organizations should form a relationship with their national representatives on the relevant UNECE Working Parties. The Executive Committee also agreed that a close collaboration between EAN and WP 4 of the UNECE was highly desirable and recommended.
- EAN and Numbering Organizations should support government action to standardize presentation of data on computer media. They should support development of «Open System Interconnection» (OSI) standards and take action to incorporate them into their own systems if and when a demonstrable business need arises.
- EAN should provide a forum in which ideas on the design of trading messages (data content and sequence) can be exchanged. A questionnaire should be circulated to all Numbering Organizations, at regular intervals, to collect information on the progress of national communications systems.
- In communications, as in article numbering, EAN's philosophy should be general, covering all sectors of trade and industry.
- Numbering Organizations who use «value added networks» (as opposed to PTT's) to carry out store and call forward or processing (eg protocol translation) of data should encourage the operators of such networks to cooperate in processing interfaces internationally.

ESTAC

In the course of 1985, the ESTAC membership and meeting procedures were discussed. It was decided to review the ESTAC memberlist to include representatives from a wider range of countries and types of equipment.

The future functioning of ESTAC will be influenced by the collaboration with STAC in the US. Already STAC and ESTAC have started consulting together on how to achieve closer collaboration. Mr. M. LAPLANE, chairman of ESTAC, was invited to attend STAC meetings in May and in November 1985. In his report to the Executive Committee Mr. M. LAPLANE stressed the need to investigate thoroughly what are the real grounds for the lack of compatibility between EAN and UPC. After this investigation, STAC and ESTAC should jointly examine how to bring equipment suppliers to a worldwide approach when designing their systems. Finally STAC and ESTAC will have to collaborate on the provision of a proper channel of information and communication with and towards equipment suppliers.

GENERAL SECRETARIAT

In 1985, the permanent staff of the Secretariat was as following:

Mr. E. BOONET, Secretary General

Ms. D. VERTROOST, Executive Officer

Mr. A. CAMBRON, Assistant ICOF

Mrs. L. DE BELDER - DE CAT, Secretary

Ms. L. VAN ROOSBROECK, Secretary.

The Secretariat executed 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.
- Organization of surveys within the membership.
- Writing and publishing the EAN Newsletters.

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 Coordinating Committee met six times in 1985. 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 structural organization as from the General Meeting 1987. The Coordinating Committee was requested by the General Assembly to prepare the reinforcement of the General Secretariat and to propose rules for the election of members of the Executive Committee when it is restricted to 25 members. The Coordinating Committee held comprehensive discussions with the German Numbering Organization concerning the most appropriate national and international actions against the FAN system.

LIAISON WITH UCC

Also in 1985 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 two of the three EAN Executive Committee meetings while EAN was represented at the meetings of the UCC Board of Governors.

The first steps towards closer collaboration between EAN and UCC in the future were taken. It seems obvious that the long-term objective of complete compatibility and worldwide acceptance can only be achieved if future development of the systems is carried out jointly.

The main objectives of cooperation will be:

- to create full system awareness and increased accuracy on both sides.
- to work towards common EAN/UPC specifications.
- to improve alignment of US software with the total UPC/EAN needs.

The fact that all manufacturers exporting to North-America have to apply for a UPC manufacturer number at UCC's Dayton office gives rise to a number of inconveniences and practical problems. Both EAN and UCC are presently investigating ways and means to improve the communication between exporters to the USA and the EAN Numbering Organizations and to ease the procedures for these exporting companies.

EAN and UCC experts have started jointly to establish an inventory of the UPC system and to compare the findings with the EAN specifications and principles.

CONTACTS WITH NON-MEMBER ORGANIZATIONS

Companies and organizations in Barbados, the PR. of China, Colombia, Egypt, Ghana, Hong Kong, Indonesia, Iraq, Kuwait, Malaysia, Malta, Mexico, Morocco, Panama, Singapore, Sri Lanka, Thailand, Tunisia, Turkey, Uruguay, the Soviet Union, South Korea and Venezuela contacted the secretariat seeking either EAN membership, or information on symbol marking their products for export to EAN countries.

EAN had regular contacts with the EEC. The possibility that EAN could be considered for Community financial aid in the framework of the «Esprit» programme for its project on «Harmonization of the Communications systems» was investigated.

PUBLICATIONS

During 1985, EAN published an EAN NEWSLETTER, comprising full listings of the EAN scanning stores in member countries. Over 2000 copies of the NEWSLETTER were circulated.

EAN also issued a general information leaflet for use by companies in non-member countries, to inform them of the benefits of the EAN system and of the conditions an organization has to fulfil to apply for EAN membership. This leaflet is available in English, French, German and Spanish.

APPENDIX

SYNOPSIS OF THE ACTIVITIES IN 1985 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

The Argentine Numbering Organization CODIGO joined EAN on 1 January 1985. During the year, 25 manufacturers, 10 distributors and 2 other companies became members.

Various specialized congresses and exhibitions were held.

AUSTRALIA

At the end of 1985, the AUSTRALIAN PRODUCT NUMBER ASSOCIATION Ltd. had 1.628 manufacturer, 20 distributor and 14 other members. The symbol marking rate exceeded 90 % in the grocery sector and reached approx. 10 % in the non-food sector.

More than 350 companies joined APNA in 1985. With the introduction of the new Information Category of Membership, from 1 July 1985, it is anticipated that more non-manufacturing companies, such as individual scanstore operators, printers and packaging firms, graphic designers, and similar companies, will join APNA in 1986.

The number of operating scanstores doubled during 1985, to approximately 275. In Western Australia, one retail chain completed the introduction of scanning into all of its 25 supermarkets. During 1985, two major retailers announced major projects in relation to the installation of scanning equipment in their supermarkets.

Agreement was reached with the cigarette manufacturers in relation to the symbol-marking of individual packets of cigarettes, and it is hoped that within the next 12 months most cigarette packets will carry an EAN-symbol. Manufacturers of alcoholic beverages also accelerated the symbol-marking of many of their products and there has been an increase in the symbol-marking of non-grocery consumer units. For example, many hardware and pharmacy products now carry EAN symbols, and it is anticipated that the rate of symbol-mar-

king non-grocery items will increase during the coming year.

The APNA symbol testing service expanded its activities during the year with many companies forwarding their complete range of products for testing, with a resultant heightened awareness of the importance of symbol quality. During 1986, the symbol testing service will acquire additional equipment which will enable it to provide a trade unit symbol testing service.

Late in 1985, APNA established a working party to investigate trading data communications within the Australian environment.

AUSTRIA

The Austrian Numbering Organization EAN-AUSTRIA had 1007 manufacturer, 109 distributor and 101 other members by the end of the year. 116 scanning stores were operational in Austria as compared with 66 in early 1985. The symbol-marking rate on consumer goods exceeded 70 % while 50 % of the despatch units in wholesaling were marked.

The sales data issue was discussed at three meetings (one with the retailers, one with the producers and one joint meeting), unfortunately without any result until now. Both sides listed demands and conditions for the sales data exchange, but neither was willing to comply with the demands of the other. Talks are to be continued.

The Federal Chamber of Commerce and the Chamber of Pharmacies made a declaration to the Austrian Health Assurance Company, in order to make sure that a control system with EAN was a possible way to avoid errors, which were frequent in the past. Results are expected in 1986.

The EAN Board of the Institute of Economic Development decided to include a penalty for the abuse of manufacturer numbers equal to three annual fees with a minimum of ÖS 30.000,- into the EAN-AUSTRIA membership conditions.

According to the CCG example for order clearing, a presentation was made by General Electric. Several companies are ready to start a test of electronic trading data communication.

In the general merchandise sector many hosiery products are already symbol-marked (mainly for export), while other sectors are still arguing against the use of the «EAN food-system» (especially on fashion articles). The do it yourself-markets are ready to introduce EAN.

Many individuals and companies, interested in EAN and the related developments have been informed during specialized fairs like Austro Shop, Eurodroga, Mikrofa, Welser Messe and during 16 seminars

and presentations in various Austrian cities.

The symbol marking of despatch units was dealt with by a working party, with members from industry, wholesaling and retailing. More and more inquiries were made by specialized retailers such as chemists.

A working party on the «coding of variable weight items» concluded its investigations in the domains of meat, poultry, fish, fruit and vegetables.

Austria's economy is highly dependent on export. A contribution of EAN-AUSTRIA to the difficult problem of the EAN/UPC compatibility was the publication of an article in «Austria Today», well known all over the world and in the US.

BELGIUM AND THE GRAND DUCHY OF LUXEMBURG

At the end of 1985, ICOF, the Manufacturers' part of the Numbering Organization had 698 members and ICOD, the Distributors' part of the Numbering Organization had 31 members. In the Grand Duchy of Luxemburg, 31 companies were members. The symbol-marking rate on grocery items reached 90 %. Belgium and the Grand Duchy of Luxemburg totalled 219 scanning outlets.

During 1985, the first trials of the «ICODIF COMMUNICATIONS SYSTEM» were conducted. Two major distributors and four suppliers were involved. The first tests were limited to the communication of ordering information, but with the intention to expand to the delivery, the invoice and the communication of product information. The store and forward function was operated by a central clearing house.

At the end of the year, a number of retailers agreed to take part in trials of the supply of sales data. These trials will be provisionally limited to one market segment. The service will be operated by a bureau company.

Newsletters were regularly addressed to the membership.

BRAZIL

ABAC joined EAN in July 1985. At the end of the year, 61 manufacturers, 73 distributors and 85 other companies were members. A first scanning store was installed.

The main activities in 1985 were:

- Second National Congress and Equipment Fair, with attendance of 461 participants and 25 exhibitors. Discussions on commercial automation matters were held.

- Discussion and agreement between industry and trade on the respective rights and duties in the field of symbol-marking and exchange of information.
- Working parties to translate and compile the national EAN manuals.
- Working party to support the standardization of the fiscal procedures of the various states (each of the 22 states has its own fiscal authority and procedures).
- Consultancy to several Brazilian POS equipment manufacturers, including suppliers of wandreaders and POS scanning equipment.
- Working party on Electronic Funds Transfer procedures, aiming at the standardization of protocols, etc.
- Monthly publication and circulation of a Newsletter.
- Informating the media concerning the goals and benefits of the system.

1985 was a preparation year. In 1986 product source marking and the installation of scanning stores will be expanded.

CYPRUS

The CYPRUS CHAMBER OF COMMERCE AND INDUSTRY became a member of EAN in January 1985. All members of the CHAMBER OF COMMERCE were informed about the EAN system and service by circular letter in February 1985. At the end of the year, 52 companies, including major manufacturers in Cyprus, became members of the service. The products that had been symbol-marked were basically grocery items and toiletries. At present, three scanning stores are operational. This number is expected to increase significantly in the future.

All members of the CYPRUS CHAMBER OF COMMERCE AND INDUSTRY were regularly informed about EAN developments by means of circular letters and reports in the monthly bulletin.

In October 1985, the General Meeting discussed various issues of the service and solutions to problems encountered. More activities are planned for 1986.

CZECHOSLOVAKIA

The CZECHOSLOVAK CHAMBER OF COMMERCE AND INDUSTRY had, at the end of 1985, 560 manufacturer, 73 distributor and 218 other members. 50 manufacturer numbers and 2 distributor numbers were allocated.

Several seminars and conferences were held to inform representatives

of manufacturers and distributors about the introduction of the EAN-system in Czechoslovakia.

Special attention was given to the cooperation with the UN-Economic Commission for Europe, Working Party on Facilitation of International Trade Procedures.

In 1986 the CCCI is planning a wider range of actions to ensure publicity of the EAN system and to help to speed up the application of EAN symbol-marking in Czechoslovakia.

DENMARK

The DANSK VAREKODE ADMINISTRATION has no individual members. A total of 884 manufacturer and distributor numbers have already been allocated. About 65 scanning stores were operational. The symbol-marking rate in the grocery sector was approx. 85 %.

FINLAND

THE CENTRAL CHAMBER OF COMMERCE OF FINLAND has no individual members. At the end of 1985, the number of allocated manufacturer numbers was 283 as compared with 227 in the beginning of the year. In all, 47 stores were equipped with scanners or wandreaders. During 1985, the symbol-marking rate increased from 58 % to 67 %. The national specifications for the identification of variable quantity units were specified in an Appendix to the main specifications. Moreover, standardized article numbers for in-store marked variable quantity units were defined.

The national specifications for numbering and symbol-marking magazines and periodicals were tested and updated.

The CCC of Finland issued standards for price marking on shelf tags. The Finnish «EAN-INFO»-letter was published three times during 1985.

FRANCE

At the end of 1985, 3.400 manufacturers and 220 distributors were members of GENCOD. 1023 retail stores were equipped with scanners or wandreaders. The symbol-marking rate reached 90 % on grocery products and 50 % on general merchandise items.

In 1985, the GENCOD membership increased significantly, especially

in the non-food sectors. In parallel, there was an important increase in the number of specialized non-food outlets using scanning such as in do-it-yourself stores.

The «technical products» sector opted for the EAN symbol-marking and the GENCOD communication system.

Pilots of electronic data interchange, via clearing house, were initiated.

In 1985, 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 1.600 man/days of attendance).

GERMANY

At the end of 1985, 6.161 manufacturers and 2.899 distributors were members of CCG. There were 718 scanning stores as compared with 425 at the end of 1984. The symbol-marking rate reached 92 % on grocery items. 50 % of the manufacturer members were general merchandise producers (amongst which were 550 textile manufacturers, 400 manufacturers of ceramics, glass and DIY items, 300 toy manufacturers and 200 electro-technical manufacturers).

In 1985, the main objectives of CCG were the following:

- Revision of the specifications (especially the development of rules and experiences for numbering and symbol-marking general merchandise items).
- SEDAS communication system:
 - Further standards for the invoicing system
 - Start of the mail-box-orientated ordering system
 - Start of a SEDAS Users Forum for the exchange of experiences.
- MADAKOM (sales data system): A pilot application has been prepared. 15 retail stores and 20 product manufacturers will participate. The pilot study will be organized by GfK (Gesellschaft für Konsumforschung) in Nürnberg.
- Logistics:
 - Standardization of the pallet loading heights.
 - Recommendations concerning the physical delivery to warehouses.

GREECE

At the end of 1985, 75 manufacturers were members of HELLCAN. HELLCAN made several presentations on the EAN system within the framework of seminars organized by the Organization for the Promotion of Exports. At present, exporting is still the main motive for ap-

plying EAN symbol-marking.

HELLCAN also made a general information campaign through the Greek press on EAN symbol-marking and scanning.

HUNGARY

At the end of 1985, 141 manufacturers and 1 distributor were members of the HUNGARIAN CHAMBER OF COMMERCE - EAN BUREAU. In the course of the year the number of member companies almost doubled.

With the collaboration of the HCC the international EAN standards have been elaborated and introduced for consumer unit coding on the one hand and for despatch unit coding on the other. For the latter, HCC opted for the DUN-14/ITF-14 solution.

The Organization of lectures has been continued for new and prospective members.

A government decree has been enacted that the EAN system is the only product identification system to be applied in Hungary. Accordingly, there are EAN article numbers for most of the products even if they are not yet symbol-marked. The installation of additional scanning stores has been delayed by the relatively low source marking rate, as well as by the lack of investment means in the sphere of retail.

ICELAND

The ICELAND EAN COMMITTEE joined EAN early in 1985. At the end of the year, 19 manufacturers and 1 distributor were members. 12 manufacturer numbers had already been allocated. The symbol-marking rate, mostly on imported goods, had reached 20 %.

ISRAEL

At the end of 1985, the ISRAEL CODING ASSOCIATION had allocated a total of 82 manufacturer and 600 distributor company numbers. 4 scanning stores were operational.

ITALY

INDICOD had, at the end of 1985, 2.325 manufacturer, 28 distributor, 23 publishers and 27 other members. The 28 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.

In 1985, three regional meetings (in Rome, Ancona, l'Aquila) were organized by INDICOD to inform distributors about the benefits derived from the use of EAN numbering and symbol-marking.

INDICOD organized a series of meetings with representatives of General Merchandise firms aiming at expanding the EAN system to these sectors too. Two working parties, one for the textile and clothing sector, another for all other general merchandise sectors (e.g.: household articles, electric household appliances, toys, etc.), were set up as a result of these meetings. Both working parties, co-ordinated by the President of the INDICOD Technical Working Party, are studying a common application of the EAN system. They are expected to draw their conclusions in March 1986. This initiative is giving positive results since a number of recent INDICOD members are from these sectors.

The number of retail stores equipped with scanners remained unchanged as the Italian Finance Minister has not yet given his final approval to cash registers connected to scanning systems. The INDICOD Management Committee established a technical delegation composed of 4 representatives of distributors in order to urge the official approval procedure. This delegation will draft a document, that will point out the socio-economic, management and production benefits of scanning systems at the point of sale and emphasize the economic damage caused by the present situation to the whole production-distribution-consumption cycle. After approval by the Management Committee, this document will be presented to the Italian Ministry of Commerce and of Artisanry and to the Ministry of Finance.

Early in 1985, INDICOD published its «Notiziario No. 1» circulated to all INDICOD members and EAN Numbering Organizations.

In September 1985, INDICOD issued and circulated its national Despatch Units specifications. The Technical Working Party is currently working on the specifications for the numbering and symbol-marking of variable quantity despatch units.

JAPAN

The DISTRIBUTION CODE CENTER has no individual members. 13,969 manufacturer numbers and 3,485 distributor numbers have already been allocated. The number of scanning stores had reached 6,021 by the end of 1985. The symbol-marking rate amounted to 93 % on food items and to 80 % on toiletries and daily goods.

During 1985, one of the top-class supermarkets installed a total of approx. 8,000 POS systems in 202 stores. The POS system boom in Japan is expected to reach its highest level in 1986.

EAN source-marking started in the following sectors: household electric appliances, toys, pharmaceuticals, records, cassettes, tapes and other audio-related goods. It is expected to start in 1986 on magazines, household utensils, homecentered goods, clothes and footwear.

DCC sponsored following committees in 1985 (including committees in which DCC acted as an agent of the government or prefectures):

- * Committee to systematize the financial information system for distribution channels.
- * Committee to standardize business protocols for distribution channels.
- * Research committee to establish a wholesale information network - Study committee for drafting a data systems manual.
- * Study committee to draft the manual for the introduction of a data processing system in voluntary chains.
- * Committee to draft the new JIS (Japanese Industrial Standard) on OCR tags.
- * Committee to draft standard proposals on despatch units symbol-marking.
- * Committee to modernize the commercial information (entrusted by the Saitama Prefecture).
- * Committee to systematize the distribution information system in the household electric appliances industry.

Under the leadership of DCC, experiments were started in 1985 on the system of collecting POS data from approx. 100 stores (500 terminals) with feed-back of the processed data to manufacturers, wholesalers and marketing research companies. The experiments will last till December 1986.

Revisions are being made on the formats of communication data and uniform slips.

NETHERLANDS

852 manufacturer, 35 distributor and 60 other members had joined the STICHTING UAC. A total of 218 stores were equipped and the symbol-marking rate reached 88 % in the grocery sector.

In 1985, 96 additional scanning stores were installed. There was a growing interest in the use of scanning in tax-free shops (liquor and cigarettes), drugstores and other general merchandise outlets. Several supermarkets set up systems for the exchange of scanning-data and article information-files with their central organizations. The updating of article information-files in scanning stores has become more and more centralized.

The electronic data interchange-standards (TRANSCOM) were tested in 6 pilot exchanges. The results regarding ordering information were positive. The invoice-standards as well as the standards for the «article information» were being tested. In the pilot exchanges the conversion of data from the internal structure to and from the TRANSCOM-standards was effected using Interbridge, a software-package of Sitpro U.K. In the TRANSCOM-standards it was decided to use the international agreed GTDI-rules. At present TRANSCOM is studying the needs and possibilities to use a network for technical conversion (transmission speeds and communication protocols) and for «store and forward functions». It is intended to launch TRANSCOM in February 1986.

During 1985, a pilot service providing access to sales data was set up. The results will be evaluated by mid 1986.

NEW ZEALAND

At the end of 1985, the NEW ZEALAND PRODUCT NUMBER ASSOCIATION had 692 manufacturer, 123 distributor and 58 other members. In all 83 retail shops were equipped with scanning. 65 % of the grocery assortment was symbol-marked.

A pilot scheme on access to sales data was prepared in 1985 and started on 1 January 1986 based on 30 stores, providing 4-weekly reports broken down by product, weekly showing the actual units sold, or by volume measurement. Other available information was: average retail selling price and percentage of market, plus total value of sales - with combined total of the rest of the market shown in corresponding values. The reports were delivered ten days after the end of the month.

NZPNA established a working party on communication standards. Education seminars with emphasis on the access to sales data and the coding of despatch units are to be held throughout 1986.

NORWAY

By the end of 1985, the Norwegian Numbering Organization NORSK VAREKODEFORENING had allocated 651 manufacturer numbers, including 124 manufacturer numbers for the coding of variable weight items. The symbol-marking rate increased from 55 % to 80 %. 133 scanning stores were operational.

In general, the EAN symbol reports from the scanning stores showed satisfactory symbol quality. The main errors were reported as wrong colour-contrast and wrong location of the EAN symbol.

Several new members were companies in non-food areas, such as textile and cosmetics. These were showing increasing interest in EAN.

Three seminars were held in North-Norway in the autumn.

PAPUA NEW GUINEA

The PAPUA NEW GUINEA PRODUCT NUMBERING ASSOCIATION joined EAN in July 1985. By the end of the year, 16 manufacturers, 4 distributors and 1 association had become members. 10 manufacturer numbers had been allocated. Meetings were held every month to discuss relevant business.

SOUTH AFRICA

During 1985, the membership of SAANA grew from 596 to 1.015 companies, with 839 falling into the manufacturer category, 65 into distribution and 111 companies into other categories. Progress in the source-marking of mass merchandise grocery items was dramatic, with the percentage of products by item volume increasing from 25 % to over 80 % during the year under review. Good strides have also been made in the general merchandise sector where the most noticeable progress has been achieved in wines, toys, packaged textiles and paints. All popular magazines carried by the national chain stores have been barcoded under ISSN.

31 stores were equipped with scanning systems by the end of the year. Of note was the installation of scanning systems into 13 stores of the CNA organization, the largest national chain of book and stationery outlets. The largest installation of a scanning system was in a new medium-size Hypermarket within the Pick 'n Pay retail chain, with 64 check-outs and 6 service counters, 7 of the check-outs were equipped with dual slot and hand-held scanners in the DIY section.

Hand-held scanners were also installed at the 6 service counters. All items passing through the check-outs were barcoded with the exception of 30 items on PLU.

One day seminars were held during June in Cape Town, Durban and Johannesburg with two speakers from the U.K. and two locally. The seminars were well attended.

The Working Party on documentation guidelines finalised layouts of all forms used in the distribution cycle and guidelines will be published once retailers have gained more experience on scanning. One form currently in use by all manufacturers is a Product Code Advice, designed to notify distributors of EAN numbers allocated to consumer units and outer cases. Included in the layout of this form is provision for a Manufacturer In-house Code, an abbreviated product description of maximum 12 characters and applicable sales tax rate.

The General Working Party gave attention to, amongst other things, the numbering and symbol printing of egg packaging, standard mineral bottles and yoghurts, as well as coupon coding and general problems being encountered with barcoding.

The Consumer Awareness Working Party finalised the SAANA leaflet for handout at scanning stores, as well as in-store awareness guidelines for retailers. A T.V. educational programme on scanning was prepared by Wits University and was broadcast on national T.V. during November.

Specifications for the coding of Variable Weight Outer Cases were finalised and formally adopted by the SAANA Council during August. SAANA acted as the Co-ordinating and host body in successful meetings with Transport Services (postal, rail and shipping) and the Defence Force, to ensure that the respective barcoding systems being adopted by these government departments would not clash with each other nor with the EAN system used by SAANA members.

A SAANA video, funded by A.C. Nielsen, was produced as a service to SAANA members. The video highlights the mistakes being made with barcoding products, their effect on scanning and how they can be avoided.

SPAIN

By the end of 1985, the Spanish Numbering Organization AECOC had 1.460 manufacturer, 40 distributor and 51 other members. A total of 94 retail stores were using scanners or wand-readers. According to the latest Nielsen report, 85 % of all food products and 78 % of all consumer goods were source-marked.

During 1985 AECOC's membership increased by 65 %, reaching

1.550 members in December.

In May AECOC opened a new headoffice and doubled the number of its full-time staff to 8 persons, which has enabled coverage of a much wider field.

The working parties on Despatch Units, on Variable Weight Items and on the EAN Numbering Rules, met several times.

The specifications have been adapted to suit the needs of the toy industry, the after-sales service of the motor industry, the audio-visual market and the shoe trade as well as the publishers. AECOC also produced a draft scheme for use of EAN on pharmaceutical products. In 1985, there were four issues of the newsletter NOTICIAS AECOC. A leaflet giving advice on how scanning might offer the greatest benefits in retail shops was set up. In all 30 information letters were sent to members during 1985.

Ten seminars were organized for member companies and two for printers. Several promotion meetings were held in different parts of the country. In the course of the year, AECOC carried out 4.000 checks of printed symbols and film masters. This service was provided free of charge to member companies.

AECOC had its own stand in EQUIPAL (Barcelona), the main fair for commercial services in Spain.

SWEDEN

At the end of 1985, the SWEDISH EAN COMMITTEE had allocated 923 company identification numbers. During 1985, the number of scanning stores increased from 230 to 385 and the symbol-marking rate reached 88 % by volume.

Roughly 4 % of the total number of food stores were equipped with scanning systems. However, most scanning stores are above the average size. It should therefore be assumed that more than 10 % of goods expressed by value are being scanned.

The quality of source-marked symbols was watched closely and considered to be fairly good. Observed errors were reported and dealt with continuously.

At the end of the year, the Swedish Retail Research Institute initiated a major study concerning symbol location and its impact on cashiers' working conditions. The study is expected to result in recommendations on the preferred symbol location for the most usual forms of packaging in everyday commodities.

As a consequence of demands from department stores, source symbol-marking on general merchandise started.

Quite a number of companies are now using bar codes in internal

industrial applications. This development is not guided by the SWEDISH EAN COMMITTEE but contacts are taken when risks of clashes with the EAN system might occur.

One of the major decisions during 1985 was that Sweden decided to use DUN-14 for the numbering and ITF-14 for the symbol-marking of despatch units. The working party activity in this field has been quite intensive. In April well attended seminars were held in Stockholm, Gothenbourg and Malmö.

A major scheme to improve the Swedish EAN Manual started during the year. The main objective was to make the introductory part more easily accessible.

The access to sales data issue progressed and one of the leading retail chains decided to provide a number of suppliers with information on a bilateral basis. The project was only a pilot but with the ambition that it be expanded. Simultaneously a national working party considered the possibilities of standardizing the essential data elements for the exchange of market information.

A study, initiated by the Swedish Consumer Authority, concerning price information and consumer reactions to a decreased rate of item price marking took place at the end of 1985. The findings will be discussed early in 1986.

SWITZERLAND

The ASSOCIATION SUISSE CODE DES ARTICLES had 478 manufacturer, 111 distributor and 69 other members by the end of 1985. In all, 34 stores were equipped with scanners or wandreaders. 90 % of the articles in the grocery sector were symbol-marked.

The pharmaceutical trade and industry decided to use the EAN numbering and symbol-marking. Hotels and restaurants were encouraged to use the EAN system.

Test of the ADMINFO communications system were initiated. It includes electronic communication of orders, delivery confirmations and invoices via a mailbox system.

The feasibility of the exchange of market data was investigated. Conclusions will be drawn from this study in due course.

SACV organized various seminars and workshops on EAN, its applications and its specific problems.

UNITED KINGDOM AND IRELAND

*** United Kingdom**

At the end of 1985, ANA (UK) had 3308 manufacturer, 242 distributor and 128 other members. A total of 498 stores were scanning.

The source marking rate in general merchandise sectors continued to grow, particularly in do-it-yourself, books, records and stationery. There was a corresponding increase in the number of general merchandise outlets using scanning so that they represented about a third of the total.

The ANA's sales data service was launched following extensive, successful trials. This service, operated by A.C. Nielsen, collates check-out data from 35 scanning stores covering eight major retail chains. Reports are produced four weekly and provide weekly sales by units and value as well as the percentage of the market these figures represent. A video presentation and brochure were produced to explain the service.

The number of traded units appearing with symbols marked increased steadily. Research into symbol-marking onto shrink film continued and progress was made using ink-jet technology and corona discharge treatment. Tests were conducted in actual production conditions at the turn of the year.

During 1985, the TRADACOMS standards for electronic data communications were developed and expanded. New formats for use by the carrier sector were produced for testing. Increasing numbers of companies in a wide range of industries used the existing formats, particularly for invoice and order exchange.

In April, a national electronic data exchange network, called TRADANET, was launched. This service is dedicated to supporting the TRADACOMS standards, and is operated by ICL to ANA's specification. A growing number of companies, several with no prior experience of electronic communications are taking advantage of the service, which allows easy telecommunications exchange, regardless of the users computer type, with a high degree of speed and security.

The ANA continued to play a key role in the harmonization of data communications across industry, through the Inter Industry Trading Data Communications Forum, established by ANA in 1984. Detailed discussions were held with other intending users of electronic data exchange, particularly the motor industry, with a view to minimising any differences in approach.

*** Ireland**

The ANA Ireland had 214 manufacturer, 8 distributor and 8 other members at the end of 1985. 5 scanning stores were operational.

In 1985 two scanning stores with 20 and 12 lanes respectively were equipped. Both were new installations; no existing store has been converted to scanning. One supermarket chain with 14 retail outlets has EPOS equipment in each store and it is likely that this group will commence scanning by end 1986 or early 1987.

An arrangement has now been made with the Irish Pharmaceutical Union and ANA Ireland to allow the pharmaceutical products sold in their outlets. A number of suppliers to that industry are members of ANA Ireland and have started to source mark their products. The objective of this arrangement is to have chemist shops in a position to scan as early as possible.

Representations were made to the Irish Revenue Authorities to permit a change in the existing laws which will allow electronic exchange of VAT Invoices. The delegation was very favourably received and a change in the 1986 Finance Act is anticipated. However, this is only the beginning as the protocols will have to be agreed and arrangements made to permit supervision of such exchange between trading partners.

It is planned to hold a seminar for new members faced with demand for consumer unit and traded unit codes.

YUGOSLAVIA

JANA, the Yugoslav Association for Article Numbering had 75 manufacturer, 18 distributor and 23 other members by the end of 1985. A first store started scanning.

The main activities during 1985 were the following:

- Popularization and promotion of the EAN-system through magazines, TV, seminars and workshops. Some schools have introduced the «EAN-system» as part of their regular syllabus.
- An international exhibition on the «EAN-system and its applications» was held.
- Organization of an international symposium with speakers and more than 300 participants from Yugoslavia and abroad.
- Several companies have been testing scanning installations.
- The electronic industry started pilot production of components for scanning and verification equipment.
- Two companies started EAN film master production.
- Most printing companies have proven their ability to print EAN symbols according to the specifications.
- Introduction of EAN in the pharmaceutical industry.

Brussels, March 1986.

A. MEMBERS AND ALLOCATED COMPANY IDENTIFICATION NUMBERS

Numbering Organization	Number of Members			Numbers allocated	
	Manu- fac- turers	Distribu- tors	Others	To manu- facturers	To dis- tributors
CODIGO (Argentina)	25	20	2	25	-
APNA (Australia)	1628	20	14	1615	16
EAN-AUSTRIA	1007	109	101	-	-
ICODIF * Belgium	698	31	-	698	31
* G.D. of Lux.	28	3	-	28	3
ABAC (Brazil)	61	73	85	73	4
CYPRUS CCI (Cyprus)	52	4	-	34	-
CCCI (Czechoslovakia)	560	73	218	50	2
DVA (Denmark)	Organizations only			884	
CCC OF FINLAND	Organizations only			283	
GENCOD (France)	3400	220	-	14200	740
CCG (Germany)	6161	2899	-	6161	2899
HELLCAN (Greece)	75	-	-	75	-
HCC (Hungary)	141	1	-	141	1
ICELAND EAN COMMIT- TEE	19	1	-	12	-
INDICOD (Italy)	2325	28	50	2507	29
ISRAEL CODING ASS.	82	600	-	430	30
DCC (Japan)	13969	3485	-	13969	3485
STICHTING UAC (Netherlands)	852	35	60	863	31
NZPNA (New Zealand)	692	123	58	609	47
NORSK VAREKODEFO- RENING (Norway)	Organizations only			651	
PNGPNA (Papua New Guinea)	16	4	1	10	-
SAANA (South Africa)	839	65	111	839	65
AECOC (Spain)	1460	40	51	1454	20
SWEDISH EAN COM- MITTEE (Sweden)	Organizations only			923	
SACV (Switzerland)	478	111	69	550	104
ANA * UK	3308	242	128	3162	675
* Ireland	214	8	8	216	7
JANA (Yugoslavia)	75	1	75	18	23
TOTAL				58.744	

B. NUMBER OF SCANNING STORES PER COUNTRY

Member Country	Number of scanning stores
JAPAN	6.021
FRANCE	1.023
GERMANY	718
UK + IRELAND	503
SWEDEN	385
AUSTRALIA	275
BELGIUM + GD OF LUXEMB.	219
NETHERLANDS	218
NORWAY	133
AUSTRIA	116
SPAIN	94
NEW ZEALAND	83
DENMARK	65
FINLAND	47
SWITZERLAND	34
SOUTH AFRICA	31
ITALY	18
ARGENTINA	12
ISRAEL	4
CYPRUS	3
BRAZIL	1
CZECHOSLOVAKIA	1
HUNGARY	1
YUGOSLAVIA	1
PAPUA NEW GUINEA	1
GREECE	-
ICELAND	-
TOTAL:	10.007

C. SYMBOL MARKING RATE ON FOOD AND GENERAL MERCHANDISE ITEMS

Member Country	Symbol marking rate	
	FOOD	GENERAL MERCHANDISE
ARGENTINA	-	-
AUSTRALIA	+ 90 %	10 %
AUSTRIA	70 %	NA
BELGIUM + GD LUX.	90 %	NA
BRAZIL	-	-
CYPRUS	5 %	-
CZECHOSLOVAKIA	2 à 3 %	NA
DENMARK	85 %	-
FINLAND	67 %	-
FRANCE	90 %	50 %
GERMANY	92 %	NA
GREECE	-	-
HUNGARY	5 %	NA
ICELAND	20 %	-
ITALY	90 %	15 %
ISRAEL	-	-
JAPAN	93 %	NA
NETHERLANDS	88 %	-
NEW ZEALAND	65 %	1 %
NORWAY	80 %	-
PAPUA NEW GUINEA	-	-
SOUTH AFRICA	80 %	NA
SPAIN	84 %	NA
SWEDEN	88 %	NA
SWITZERLAND	90 %	NA
U.K.	96 %	40 %
IRELAND	85 %	20 %
YUGOSLAVIA	20 %	-

D. EVOLUTION OF EAN AND UPC SCANNING STORES



