INTERNATIONAL ARTICLE NUMBERING ASSOCIATION E.A.N.

ANNUAL REPORT

1989

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TABLE OF CONTENTS

INTRODUCTION

GENERAL ASSEMBLY

EXECUTIVE COMMITTEE

SUB-COMMITTEES OF THE EXECUTIVE COMMITTEE :

* General Purposes & Finance Sub-Committee
* Technical Sub-Committee

WORKING PARTIES :

* Communications
* Regional Working Parties :
    - Asia/Pacific Working Party
    - European Working Party
    - Central and South-American Working Party

ESTAC

SECRETARIAT

LIAISON WITH UCC

CONTACTS WITH THIRD PARTIES

PUBLICATIONS - REPRESENTATION AT INTERNATIONAL CONFERENCES

DIRECT ALLOCATION OF MANUFACTURER NUMBERS

APPENDIX :

SYNOPSIS OF THE ACTIVITIES IN 1989 IN THE EAN MEMBER COUNTRIES

EAN STATISTICS AS OF 31 DECEMBER 1989 :

1. Membership with the EAN Numbering Organizations
2. EAN scanning

INTRODUCTION

The International Article Numbering Association, EAN, is the body responsible for establishing, developing and promoting the international article numbering and barcoding standards.

Over the past twelve years the impact of this standard has spread throughout the world and across a broad sweep of industries. There can be no doubt that this success has been achieved because there is one agreed system of standards.
The standards do not stand still. They evolve to meet the developing needs of business companies around the world. This is important because the EAN system must continue to be relevant as technology and business practices progress. EAN's supplementary coding specifications released in February 1989 represent a major new area of standardization and have been developed in response to user demand.
Increasingly, the International Article Numbering Association, EAN, is playing an active role in the design and promotion of EDI standards. EAN's project, called EANCOM, is based on the EDIFACT syntax and message design. Also in the domain of communications standards, EAN has a unique position by being able to offer one multi-industry standard to its users.

With Poland joining EAN as of January 1990, the International Association now spans 46 countries : 44 as fully affiliated organizations and 2 through links with neighbouring countries. In total more than 125,000 companies participate in the EAN system through the network of the EAN Numbering Organizations. By the end of the year, approximately 130,000 stores in EAN countries were using scanning at the point of sale, which means an increase of 50,000 stores during the year!
The predominance of Japan with an estimate of 100,000 scanning stores is obvious but 14 other countries passed the + 500 mark. Another interesting feature is the expansion of EAN scanning stores to department stores and general merchandise outlets. It is estimated that one third of all EAN stores are either department stores or non-food speciality shops.

A synopsis of the year's activities in each member country and the EAN statistics as of 31 December 1989 are given in the Appendix.

GENERAL ASSEMBLY

The Annual General Meeting of EAN was held in Edinburgh on 12 May 1989.

The General Assembly approved the annual report 1988 and the accounts 1987/1988 as well as the budget and the activity programme for 1989/1990. 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.

Mr. J. COLLIN (Belgium) and Mr. R. FAHLIN (Sweden) were unanimously reelected President and Vice-President of EAN.

Three new members were accepted into the Association at the Meeting, bringing the total number of members to 43. These three were : The Camara Nacional de Comercio de Chile, The Centro Uruguayo de Numeracion de Articulos and the Hong Kong Article Numbering Association.

The General Assembly was informed of the main topics dealt with by the Technical Sub-Committee. The further development and implementation of the EAN-128 specifications for supplementary coding and the EAN-128 P.R. campaign were listed as top priorities for the period 1 July 1989 - 30 June 1990.

EANCOM, the EDI project of the International Association, was recognized as one of the key projects for the future. The General Assembly endorsed the following EAN objectives regarding EANCOM :

- The International Article Numbering Association, EAN, recommends that EANCOM be adopted as the standard in international communications.

- In addition, the EAN Association recommends that EAN Numbering Organizations which have not defined national communications standards yet or which will review their existing national standards, adopt EANCOM as a basis of work.

EAN's strategy regarding EANCOM, i.e. the means to achieve the objectives listed above, was set as follows :

- The International Article Numbering Association, EAN, supports the EDIFACT standards.

- The EAN Association will draft and make available standard Interchange Agreements of the EDIFACT United Nations Standard Messages (UNSMs) to the EAN membership.

- The EAN Association will support and coordinate trials of the «EAN subsets» of the EDIFACT UNSMs, with the help of EAN user companies.

- The EAN Association will encourage the operators of Value Added Networks (VANs) to cooperate in order to process interfaces internationally.

In addition, the General Assembly approved a recommendation to Numbering Organizations regarding the structure of location codes to be used in communication standards.

The Regional Working Parties presented their progress reports and the new video called «EAN Odyssey» was presented to the General Assembly.
The General Assembly received a report on the latest developments regarding DPP and the Euro-DPP proceedings coordinated by the CIES.

Finally, the General Assembly acknowledged the need to investigate the issue of EAN catalogues. This type of initiative is currently being taken by some Numbering Organizations but also by major network suppliers.

The day prior to the General Assembly, ANA-UK, which hosted the Meeting, organized a seminar for all delegates with sessions dedicated to the activities taking place in the UK and the developments that have led to them. The chairman of each of ANA's primary committees - TRADACOMS, Technical, Sales Data and Public Relations - provided a distillation of the experiences ANA has gained in all areas of its work.

During the afternoon session of the General Meeting, members had the opportunity to attend presentations on EANCOM and EAN-128 and to hold an open discussion on both topics.

Apart from this Ordinary General Meeting, the postal vote procedure was used in December 1989 to decide about the application of the «Polish Chamber of Foreign Trade». Thanks to the unanimous vote of the General Assembly members, the organization of Poland can benefit from EAN membership from early 1990 onwards.

EXECUTIVE COMMITTEE

The Executive Committee met two times :
In Buenos Aires on 13 March 1989
In Paris on 27 October 1989.

As in previous years, one of the main tasks of the Executive Committee was to examine the reports of the Sub-Committees and of the 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 1989 :

- 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.

- Approval of an «Internal Regulation for the Activity of the Working Party Communications» : Since EANCOM has become a key project of the International Association, the Executive Committee agreed that the objectives, the tasks and responsibilities of the Working Party managing the project, had to be clearly set.

- Nomination of the members of the Working Party «Communications» : Ten members, chosen for their individual expertise, were nominated members of the Working Party.

- Approval of an «Internal Regulation for the Activity of ESTAC» : As ESTAC, the liaison body with equipment suppliers, did not work in a very satisfactory way in the past, the Executive Committee decided that a restructuring of this body was required. The membership rules, tasks, responsibilities and working procedures were defined and set by Internal Regulation.

- Approval of the ESTAC membership : As opposed to the initial situation where every equipment supplier could attend the meetings, a limited number of members were appointed for a period of three years.

- Organization of future EAN meetings : By comparison with the meetings in the early days of the EAN Association, meetings of the Executive Committee and of the General Assembly have basically changed with regard to aspects as the type and variety of topics to be dealt with, the number of participants, the very diverse level of experience and knowledge of EAN matters. Proposals for the future organization of Executive Committee meetings and General Assembly meetings, aiming at more efficient meeting procedures, were drafted and approved.

- National legislations on «item price marking» : This subject gave rise to heavy discussions in a number of EAN member countries during the last few years. Consumer organizations which discovered (mostly unvoluntary) errors in scanning stores, have used this opportunity to introduce bills with their national governments asking for strict legal measures on item price marking. Numbering Organizations spent a lot of energy to inform and convince the parties involved that scanning is a sound and safe system. Members of the Executive Committee agreed on a statement which they can use in their respective countries whenever discussions on item price marking legislations would arise.

- Coding of pharmaceutical products and medical supplies : Coding solutions for pharmaceutical products vary from country to country and are often subject to national laws. In view of the fast

internationalization of markets, it is generally recognized that national solutions no longer will be effective, unless they fit into international basic agreements. The Executive Committee agreed that EAN will work to achieve the following objectives in the pharmaceutical industry :

- To create an awareness of the logic of non-significant codes for inter-company trade and communications.
- But at the same time make companies aware that their internal codes may be retained for their own purposes and cross-referred to EAN codes.
- To create an understanding of multi-industry standards because even pharmaceutical manufacturers buy from and distribute to other sectors.
- To show that EANCOM is a general purpose EDI standard which will accommodate the needs of the pharmaceutical sector and, for the reasons given above, is therefore the logical way to proceed.

EAN will work with the EEC authorities to further these aims in Western Europe.

- EAN/UCC Cooperation : Up to now, the EAN/UCC cooperation was based on good will and verbal agreements on both sides. The UCC and EAN Organizations considered that the time was right to formalize their mutual cooperation in a written agreement. The major benefits of such cooperation agreement are :
  - UCC and EAN adopt the same global systems concept and undertake to ensure long term systems integrity and worldwide universal applicability.
  - UCC and EAN act in common towards international organizations and third parties.

- Approval of the EAN policy for the allocation of EAN-128 application identifiers.

- EAN catalogues : The Executive Committee came to the following resolutions in this matter :
  - EAN should maintain a professional interest in the subject, but should not get actively involved in the project before having made a thorough study of the real business demand for a catalogue concept.
  - The decision as to whether a national catalogue should be created or not, is left at discretion of each EAN Numbering Organization. Different trading patterns may indeed lead to different solutions to the problem.
  - EAN must be neutral towards catalogue projects developed by third parties and should not endorse one particular service.
  - EAN will put forward the EANCOM standards as the EDI standard to update and retrieve the catalogue data.
  - EAN will review the documentation issued by third parties and inform them of the correct EAN principles, if needed.

- SOGITS - Relation EAN-CEN-ISO : In 1987, the EEC-DG XIII submitted a mandate to CEN aiming at the preparation of European Standards on Barcodes. Increasingly, CEN standards have a strong legal backing in the EEC and EFTA member countries. Although EAN is clearly not the requesting party for CEN or ISO standardization, the Executive Committee concluded that the issue of standardization should be given thorough consideration in view of the implications on EAN's future application in Europe.

- EAN and DPP : The EAN Association will continue to follow up the development of national DPP models and the harmonization of these models at European level, in close collaboration with the CIES.

SUB-COMMITTEES OF THE EXECUTIVE COMMITTEE

GENERAL PURPOSES & FINANCE SUB-COMMITTEE

Membership :
Messrs. J. COLLIN
R. FAHLIN
K. HAGEN
J. OLSEN

The General Purposes & Finance Sub-Committee has the following principal objectives :
- To advise the Executive Committee on financial matters.
- To review the performances of the General Secretariat.
- To advise the General Secretary on the preparation of input to the Executive Committee meetings on non-technical matters.

The General Purposes & Finance Sub-Committee met three times in 1989. Apart from the financial issues, the Sub-Committee dealt more specifically with the following items :

- Principles of the EAN/UCC Cooperation
- First discussion on EAN-1992
- SOGITS - Relationship EAN-CEN-ISO
- Production of the new EAN Video
- Organization of future EAN meetings
- Structure of the EAN Secretariat

TECHNICAL SUB-COMMITTEE

Membership :
Messrs. E. BOONET - Chairman
M. LAPLANE - Vice-Chairman
Mrs. T. ANGUE (GENCOD)
Messrs. B.C. ENGBERG (CCG)
A. HUSI (SACV) / R. SCHUBENEL (SACV)
G. IZARD (AECOC)
A.T. OSBORNE (ANA-UK)
B. PASSAD (EAN-Sweden)
R.M. PEARCEY (SAANA)
G. VISZKEI (HCC)
H. JUCKETT (UCC)

The Technical Sub-Committee met five times during the year.

The main tasks of the Technical Sub-Committee are :
- To deal with all matters in the technical domain, which need detailed investigations or studies, submitted by the Executive Committee or via the General Secretary.
- The elaboration of technically feasible solutions regarding the applications of the UPC/EAN system and its extension into new domains.
- Preparation of all matters going to ESTAC.
- Advice or recommendations to the Executive Committee in technical matters.

During 1989, the proceedings of the Technical Sub-Committee were mainly dedicated to the following matters :

- Supplementary coding : The EAN specifications for numbering and symbol-marking supplementary codes (EAN-128) were released in February 1989. These specifications create a new and powerful resource enabling various types of data to be encoded in addition to the main EAN or ITF identification code. The TSC spent considerable time in discussing the way to administer the EAN-128 codes, i.e. the EAN policy for allocating the EAN-128 Application Identifiers. The key principles are :

- Common administration of the application identifiers by EAN and UCC.
- No allocation without genuine business demand.
- Allocation to functional applications and not to sector specific applications.

The TSC also discussed and agreed on a standard application form to be completed by the applicants for an EAN-128 Application Identifier.

During the year, the TSC received a number of practical requests. Amongst these were :

- The European Pressure Sensitive Manufacturers Association, for a combination of different measurements. As a consequence of this request, the TSC defined an Application Identifier and a data-structure for the «Roll products» in general.
- The US Meat Industry, for a combination of weight, dates, batch and serial numbers. A final proposal will be put forward to the US Meat Industry early 1990.
- The US Wallcovering Industry for a batch number.
- The British Office Systems and Stationery Federation for a quantity.
- The Dutch pharmaceutical Industry for encoding the national pharmaceutical code.
- The Apparel sector for price information. The TSC came to the conclusion that the last four requests could be solved within the already existing EAN and EAN-128 solutions and that there was no need to release a new Application Identifier.

- FACT : Throughout the year, the TSC confirmed its position with regard to FACT. The FACT Data Identifiers only create an illusion of an overall standard and are in no way a valuable alternative to the worldwide and multi-industry EAN standard.

- EAN/UCC Compatibility : The release of UCC Number System Characters 6 and 7 by UCC for the allocation of manufacturer ID numbers is a good opportunity for the US retailers to upgrade their equipment to EAN readability.

- Printability testing and colour contrast specifications : When looking at the overall EAN specifications, including the EAN, ITF and EAN-128 symbologies, a number a discrepancies and incompatibilities can be discovered. The harmonization of the magnification ranges, of the values of the printability tables and of the print contrast specifications has been initiated in 1989 and will be on the TSC's task list for 1990 as well. In addition, the TSC undertook to investigate the whole domain of non-filmmaster symbols in general, this in close cooperation with UCC.

- EAN Marking Guidelines for General Merchandise & Apparel : These guidelines were released during 1989 and drafted on the basis of the UPC Marking Guidelines.

- ESTAC : The TSC made proposals for the ESTAC membership to the Executive Committee and prepared the first meeting of the new ESTAC Committee, held in January 1990.

- Preparation and reports of STAC meetings : Since STAC meetings are systematically attended by two EAN representatives, the EAN input was prepared and the results of the meetings were assessed.

- The TSC was informed of the latest developments about the new two-dimensional («stacked») symbologies, such as Code 49 and Code 16K.

- The TSC issued recommendations for the coding of hi-cone multipacks, for the coding implications in case of sale of brand name, and for standard «light margin enforcers».

WORKING PARTIES

COMMUNICATIONS

Membership :
Messrs. E. BOONET - Chairman
E. AAMODT (NVA)
R. BUCANEVE (INDICOD)
S. CRONBACH (ANA)
P. FRANZMAIR (EAN-Austria)
P. GEORGET (GENCOD)
F. MEIER (SACV)
P. MUNSTERMAN (STICHTING UAC)
E. NIELSEN (DVA)
A. SANCHEZ (AECOC)
K. SCHULTE (CCG)

EANCOM - The Working Party

The objectives of the Working Party «Communications» are the following :

- To provide EAN users with a practical, multi-industry EDI standard : EANCOM.

- To achieve this by defining Standard Interchange Agreements of United Nations Standard Messages.

- To define such agreements primarily to meet the needs of users for international EDI, but to take account of the requirements for national standards for domestic use to be compatible with the international standard.

- To monitor EDIFACT developments and to use the information gathered to guide EANCOM work.

- To influence EDIFACT developments, through the appropriate EDIFACT working groups, such that the requirements of the EAN community, through EANCOM, are compatible with the general standards. To draft proposed UNSM's if required.

- To produce explanatory documentation to support implementation of the EANCOM standards by the EAN community.

- To develop clear and informative descriptions of the EANCOM standards. To create awareness of the standards amongst both the EAN community and other opinion formers including national governments, European Commission, network providers and the media.

- To assist Numbering Organizations in co-ordinating exchange partnerships internationally if required.

- To propose EAN policy regarding use of Value Added Networks (VAN) and to liaise with VAN suppliers.

- To liaise with the EAN Technical Sub-Committee to ensure that coding rules in EANCOM are consistent across all strands of EAN work.

The Working Party met five times during the year and achieved the following objectives :
- Definition of the EAN objectives and strategy regarding EANCOM
- Drafting of an Internal Regulation for the Working Party
- Definition of the rules for international location coding
- Completion of the EANCOM «purchase order», «invoice», «party information» and «product information» messages
- Initiation of the EANCOM «despatch advice» message
- Definition of rules for dealing with promotional product variants, variable weight items and mixed assortments in EDI
- Management aspects of EANCOM, including : distribution of the documentation, procedures ensuring that companies use the latest message versions, identification of the EANCOM user companies, approval process of the EANCOM Manual, promotion of the system and contacts with other user groups.
- Preparation of the plenary EAN-TEDIS meetings.

EANCOM Manual

In June 1989, the EAN Secretariat made available the second version of the «EANCOM Manual» including :
- Background information on EDIFACT
- Description of the EANCOM project
- Implementation guidelines for EANCOM
- The EANCOM Messages «Invoice» and «Purchase Order»
- The directories : «Data elements directory» and «Code sets directory».

This manual is available on request.

Participation of EAN in the EDIFACT proceedings

The International Article Numbering Association, EAN, is a member of the Western European EDIFACT Board, the EDIFACT Steering Committee, and is an active participant in the various relevant EDIFACT committees.

During 1989, EAN contributed to the following bodies and meetings :

- EDIFACT Board
- EDIFACT Steering Committee
- UN/EDIFACT Joint Rapporteur's meetings
- Message Design Group «Trade» (MD1)
- Transport Group (MD2)
- TEDIS meetings on specific issues : security, legal aspects, telecommunications, ...

The EAN - TEDIS project

Since June 1988, the international EAN-EDIFACT project called «EANCOM», is also a recognized EEC-TEDIS programme.

The objectives of TEDIS (Trade Electronic Data Interchange Systems) are :
- To avoid a proliferation of close trade EDI systems and the widespread incompatibility which this entails.
- To promote the creation and the establishment of trade EDI systems which meet the needs of the users, in particular small and medium-sized enterprises.
- To increase the awareness of the European telematic equipment and services industry to meet user's requirements in this area.
- To support the common use of international and European standards, where these exist, and in particular the recommendations of the UNECE with regard to international trade procedures.

During 1989, the International Article Numbering Association, EAN, organized two plenary TEDIS meetings, in which all interested companies were invited to participate. During these meetings, participants received reports on the general objectives and orientations of the EANCOM project and could raise questions and comments on all detail aspects of the project.

REGIONAL WORKING PARTIES

As in previous years, the task of the Regional Working Parties mainly consisted 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

Membership :
Messrs. E. BOONET - Chairman
K. ASANO - DCC
B. SMITH - APNA
B. HOUSTON - NZPNA

Members of the Working Party addressed seminars and conferences in various Asian countries, thereby contributing to the awareness and interest in the EAN system in this part of the world.

- European Working Party

Membership :
Messrs. E. BOONET - Chairman
P. DOBIAS - CCCI
P. GLATTFELDER - HCC
V.F. VOKHMIN - USSR CCI

During 1988, the EAN Secretariat and the members of the Working Party had various contacts with organizations and companies in Poland, Romania and Bulgaria, which are the only European countries not yet member of the EAN Association. At the end of the year, EAN received a membership application from the Polish Chamber of Foreign Trade.

- Central and South-American Working Party

Membership :
Messrs. E. BOONET - Chairman
L. CAÑAS - CODIGO
L. NOVAES - ABAC
J.M. BONMATI - AECOC.
L. FIÑOL - CIP
C. RECABARREN - CNC-DEPCO
P. BLANCO - CUNA
Mrs. L. SANCHEZ DE LA VEGA - AMECOP

During 1989, the members of this Regional Working Party pursued their contacts in various Central and South-American countries. CODIGO, the Argentine EAN Organization, played an important part in the awareness campaign by organizing seminars and inviting representatives of companies and organizations in non-member countries to specialized meetings and conferences in Buenos Aires.

The Regional Working Party met in March 1989 in Buenos Aires to discuss the current membership situation in Latin America, as well as the specific problem areas of this part of the world. In March 1989, the International Article Number Association received the official membership applications of Uruguay and Chile. Both these applications were submitted for approval at the General Meeting of May 1989. CUNA, the Centro Uruguayo de Numeracion de Articulos and CNC-DEPCO, the Camara Nacional de Comercio de Chile became members of the International Association as of 1 July 1989.

ESTAC

Membership :
Messrs. M. LAPLANE - Chairman
E. BOONET - Deputy Chairman
D. BLAKE - ex. HUGIN-SWEDA
H. CLARK - KINGS TOWN PHOTOCODES Ltd
M. JACOBEUS - AIM-EUROPE
A. MILNE - IBM-UK
B. MOULAS - DIGITAL VISION SYSTEME SUD
J. NOVAK - SPECTRA-PHYSICS USA
J. READ - ICL
S. STATT - NCR-UK

ESTAC, the EAN Systems Technology Advisory Committee, is the permanent contact body with equipment suppliers. Its main objective is to discuss technical matters with suppliers of equipment and software in conjunction with the EAN/UCC system in all its areas of application.

During 1989, ESTAC was restructured and will henceforth have the following scope of activity :
- To present new draft EAN specifications and guidelines to suppliers of equipment and software
- To check whether these specifications and guidelines can be met by current and future equipment (hard- and software)
- To answer specific technical and equipment related questions
- To give advice or make recommendations on technical and equipment related matters.

As opposed to the initial situation in which every interested company could participate in the proceedings of ESTAC, the Committee will be composed of a maximum of 12 member companies and one representative of AIM. The first meeting of the new ESTAC was scheduled 18 January 1990.

SECRETARIAT

In 1989, the permanent staff of the General Secretariat was composed as follows :

Etienne BOONET,
Secretary General
Dominique VERTROOST,
Executive Officer
Henri BARTHEL,
Executive in Charge of the Follow-Up of the EAN Systems
Linda DE BELDER,
Administrative Assistant
Patricia ROGIVAL,
Administrative Assistant
Linda VAN ROOSBROECK,
Administrative Assistant.

The General Secretariat was in charge of :

- Every day administration of the Association :
  . Correspondence and bookkeeping
  . Contacts and provision of information
  . Publications
- Contacts with and information to new member countries. Contacts with potential member countries.
- Preparation of all EAN meetings :
  . Preparatory contacts and practical organization
  . Agendas and notifications
  . 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, of the Working Parties and the Sub-Committees.
- Information to the member organizations by means of the internal newsletter «EAN Flash» and circular letters.
- Explanation of EAN rules in case of queries.
- Contacts with third parties - PR and marketing.
- Representation of EAN in the EDIFACT Board, the EDIFACT Steering Committee and the relevant EDIFACT Committees.
- Activities in new and non-member countries.
- Organization of surveys within the membership.

Etc...

LIAISON WITH UCC

Also in 1989, cooperation with UCC at the various levels of the EAN association was a key issue. EAN and UCC exchanged numerous documents and letters. Mr. H. JUCKETT attended the EAN Executive Committee meetings and took part in the EAN Technical Sub-Committee. Messrs J. COLLIN and E. BOONET attended the UCC Board of Governors meeting while Messrs. M. LAPLANE, A. HUSI (till May 1989) and A.T. OSBORNE (from June 1989) represented EAN at the meetings of STAC and various technical committees.

During 1989, EAN and UCC worked on the common development of the following projects :

- Supplementary coding : definition and management of the EAN-128 applications.
- Examination of the requests for the allocation of EAN-128 application identifiers.
- Revision of the printability tables and expansion of the specifications to non-filmmaster symbols in general.

During 1989, both EAN and UCC expressed the wish to formalize the cooperation principles between both organizations. These principles were elaborated at the end of the year and will be submitted for formal approval at the General Assembly Meetings of EAN and UCC in May 1990.

At the EAN General Meeting of June 1987, EAN and UCC agreed on an alliance programme, making it possible for companies in EAN member countries that export to North-America, to apply for a UPC manufacturer number through their local EAN Numbering Organization. During 1989, 26 Numbering Organizations participated in the alliance programme and a great number of applications were processed according to the alliance principles. Since practice proved that the alliance programme works satisfactorily, it will be continued in 1990.

CONTACTS WITH THIRD PARTIES

Companies and organizations in Bulgaria, Burundi, Cameroun, the PR of China, Costa Rica, Egypt, El Salvador, Guatemala, India, Indonesia, Ivory Coast, Jamaica, Kuwait, Lebanon, Madagascar, Morrocco, Nigeria, Poland, Saudi-Arabia, Sri Lanka, Trinidad & Tobago, Tunesia and the United Arab Emirates contacted the General Secretariat seeking either EAN membership or information on symbol-marking their products for export to EAN countries.

The EAN Secretariat was contacted by various international associations seeking advice or information for numbering and symbol-marking the products within their sector. Members of these various Associations were informed that the EAN system (basic identification + supplementary codes) can perfectly meet their requirements. Since no sector works in isolation, all sectors of trade and industry will benefit from adopting the common EAN/UPC standards.

EAN had regular contacts with the EEC. Apart from the frequent contacts in the framework of the TEDIS programme, EAN followed the SOGITS (= Senior Officials Group Information Technologies Standardization) project concerning barcodes.
This EEC-DG XIII standardization mandate, which is now forwarded to CEN/CENELEC, the European Committee for Standardization, comprises the preparation of a generic barcoding standard and the preparation of application standards in priority sectors, such as routing and transport. EAN provided CEN with full information on the EAN standards and participated in the CEN «Barcoding Workshop» held in Brussels in September 1989. Further to this workshop, EAN will participate in the CEN «Barcoding Working Group» which will start its proceedings in 1990 and investigate the possible benefits and consequences of becoming a CEN Associated Body in future.

EAN is a member of IDEA (International Data Exchange Association) and of the Board of the COMPAT Organization and participated in their proceedings .

PUBLICATIONS - REPRESENTATION AT INTERNATIONAL CONFERENCES

In May 1989, EAN produced a new video called «EAN Odyssey» presenting an up-to-date picture of the EAN system and Association, as well as the benefits for the users worldwide.
In september 1989, EAN published a new general information leaflet, including a short description of EAN-128 and of the EANCOM project.

During 1989, EAN made presentations at various international congresses and conferences, amongst which :

- COMPAT 89, Munich (April 1989)
- Swisspack Fair '89 , Basel (April 1989)
- IIR Barcoding Conference, Brussels (May 1989)
- IBM seminar on «Quick Response Services», Paris (June 1989)
- EPOS/EFTPOS Congress, London (September 1989)
- CEN Workshop Barcoding, Brussels (September 1989)
- IIR Conference «Barcoding in the praktijk», Antwerp (October 1989)
- EDI'89 - France, Paris (November 1989)
- SCAN-TECH EUROPE 89, The Hague (November 1989)
- IDEA «EDI in practice», Geneva (November 1989)
- IIR «EDI Conference», Brussels (December 1989).
- IIR «EDI Conference», Paris (December 1989)

DIRECT ALLOCATION OF MANUFACTURER NUMBERS

In 1987, EAN started to implement its policy for the direct assignment of manufacturer numbers to exporters in non-member countries. At present, EAN has allocated such numbers to exporting companies in the Cayman Islands, India, Indonesia, Lebanon, Madagascar, Malta, Morrocco, Nigeria, Sri Lanka, Sudan, Tunesia and the United Arab Emirates.

Manufacturers with a company number issued by EAN are not considered as members of the International Association, but as users of the EAN system. When an EAN Numbering Organization is formed and accepted in a given country, all manufacturer numbers which have been issued directly by the International EAN Association, revert to the control of this Numbering Organization.

March 1990

APPENDIX : SYNOPSIS OF THE ACTIVITIES IN 1989 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 («CODIGO»)
Paraguay 577 - 3°
1053 BS.AS.
Tel. : 54.1.312.54.19
Fax : 54.1.312.58.46

Executive Staff :
CAÑAS MARTINEZ Lorenzo, General Manager

Newsletter : Boletin Bimestral

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, CODIGO had 1,346 member companies, with 1,320 manufacturer companies, 13 distributors, 8 associations and 5 other members. 62 stores were scanning of which 58 supermarkets and other self-service grocery stores and 4 non-food speciality shops.

During 1989, CODIGO held seminars in various manufacturing companies and one with the «Asociacion de Diseñadores Graficos de la Republica Argentina». CODIGO participated in the «Jornadas de Supermercadismo Argentino», an international event organized by the «Camara Argentina de Supermercados» and the «Federacion Argentina de Supermercados».

The CODIGO standards for coding and symbol-marking despatch units were released. The national working party issued recommendations on dimensions and materials for a standard pallet. CODIGO organized a seminar on product numbering and symbol-marking in Montevideo - Uruguay - and provided assistance in the setting up of CUNA (Centro Uruguaya de Numeracion de Articulos). In Chile, CODIGO made a presentation on the EAN system and provided technical support at the creation of CNC-DEPCO (Organismo Chileno de Codificacion de Articulos). CODIGO participated in the HAVANNAPACK '89 Congress in Cuba and made recommendations concerning the formation of an EAN Numbering Organization in Cuba. Finally, CODIGO had several contacts with Bolivian companies which were interested in developing the EAN system.

CODIGO provided various services to member companies including technical support on product and symbol-marking issues (symbol testing). Supermarkets received information on floppy disks.

Publications in 1989 were :
- «Guia de Codigos 1989» listing all member companies of CODIGO and all source-marked items.
- «Boletines Bimestrales» which are updates of the «Guia de Codigos» along with some general information.
- Notes in the supplement «TIEMPOS MODERNOS» of the local newspaper «EL CRONISTA COMERCIAL».
- Articles in the magazines «ACTUALIDAD EN SUPERMERCADOS» and «AUTOSERVIVIOS, SUPERMERCADOS Y ALMACENES».

AUSTRALIA

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President :
Mr. G. SADLER, COLES MYER Ltd

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

Newsletter : APNA News

SYNOPSIS OF THE ACTIVITIES IN 1989

The AUSTRALIAN PRODUCT NUMBER ASSOCIATION Ltd. has shown considerable growth in its membership, with 730 new members joining during 1989. This reflects the amount of department and other non-food stores installing scanning throughout the year.

At the end of 1989, APNA had 3,968 manufacturers, 240 distributors and 79 other members. Scanning stores in Australia increased by 66% in 1989. Australia is now scanning in department, record, book and hardware stores as well as in supermarkets and food stores.

APNA's Symbol Testing Service is still proving to be very popular, with it earning an increase of 127% in samples tested during the last quarter of 1989. APNA has made further use of its computers to enable the samples to be tested within the 48 hours offered. All Symbol Verification Reports are now produced and stored on computer.

The Victorian Government once again attempted to put a bill through Parliament during the early part of 1989, which would have resulted in legislation on Item Price Marking. This bill was vigorously resisted by APNA and the Victorian Retail Trade Association and Retailers themselves. The Scanning Accuracy report, which was completed in October 1988, was of considerable assistance in opposing this legislation, which resulted in the bill not being passed.

Subsequently to this, a new Code of Practice for Computerised Checkout Systems in Supermarkets was developed with the Australian Retailers' Association after consultation with the Trade Practices Commission and the Australian Federation of Consumer Organisations. The Code of Practice is now administered by the Australian Supermarket Institute and has been endorsed federally.

AUSTRIA

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President : Dr. W. MAIWALD, Senator, exakt-druck Innungsmeister des Graphischen Gewerbes

Executive Staff :
BURIAN-BRAUNSTORFER Eva-Maria, Director
VLCEK Erich, Official in charge
FRANZMAIR Peter, Official in charge

Newsletter : EAN-AUSTRIA Info

SYNOPSIS OF THE ACTIVITIES IN 1989

During 1989 the membership of EAN-AUSTRIA grew to 2,174, i.e. 1,778 manufacturers, 223 distributors and 173 other companies. In all, 3,236 company identification numbers had been allocated. 552 stores were scanning EAN symbols at the point-of-sale.

EAN-AUSTRIA is now an independent Limited Company, although still 100 % owned by the Federal Chamber of Commerce. The full name is : «EAN-AUSTRIA Gesellschaft für Kooperative Logistik G.m.b.H».

EAN-AUSTRIA is active in three working parties :
- Variable measurements in food and general merchandise
- EDI User-Club
- AustriaPro (EAN-AUSTRIA is member of the Board since early 1989).

Access to sales data

After long and intensive discussions amongst distributors, retailers and market research institutes, no common agreement was found. The main reason lies with the retailers who are not - and will never be willing to provide any sales data to a central «data pool». On the one hand, it is a question of confidence, on the other hand one must see the problem in the light of the small Austrian market with considerable retailconcentration (8 retailers realizing 75 % of the turnover in the food area). Information, even

anonymous, can therefore be traced very easily. Furthermore, the retailers are aware of the benefits of information business («retailing is an information processing business»). The consequence is that different market-research institutes attempt to make scanning data available to the industry sector, on a bilateral basis, with more or less success.

ECODEX (Electronic COmmercial Data EXchange)

The ECODEX communication system is fully operational since 1988 and now has 100 user companies. While ECODEX initially covered the consumer goods area only, it now encompasses a great variety of business applications, including :
- bank transfers
- transport business
- sales data transfer
- orders
- invoices.

Conferences, seminars, publications

EAN-AUSTRIA had information counters at two expert fairs and organized 24 seminars throughout Austria on article numbering and symbol marking. In all, these were attended by 700 persons.

EAN-AUSTRIA published several newspapers presenting various examples from business practice and gave numerous interviews to the specialized press.

A video intended to present the ECODEX system to potential users was produced in cooperation with Metro, IBM and others.

A new EAN operating manual was published in a form enabling updates to be incorporated more easily.

BELGIUM AND THE GRAND DUCHY OF LUXEMBURG

ASBL ICODIF VZW
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President :
Mr. M. RAES, Director GB-INNO-BM (1989)

Mr. J. COLLIN, Chairman Board of Directors CAMPBELL EUROPE, FOOD & CONFECTIONERY (1990)

Executive Staff:
BRAEM Jef, Executive Officer ICODIF and ICOD
BOONET Etienne, Director ICOF
VERTROOST Dominique, Technical Adviser ICOF
WELLEMANS Gilbert, ICOM project leader
SCHMIT Jean-Paul, EAN Coordinator GD of Luxemburg

Newsletter : ICOF Bulletin

SYNOPSIS OF THE ACTIVITIES IN 1989

During 1989, the membership of ICOF (the Manufacturer's branch of the Belgian numbering organization grew to 1,273 companies while the membership of ICOD (the Distributor's branch) grew to 95 companies. The source-marking rate was in excess of 95 % on grocery items. In addition, it is estimated that approx. 65 % of all despatch units are source-marked.

At the end of the year, 863 stores were scanning. One of the main retail chains, DELHAIZE-LE-LION, decided to equip all its stores, at a rate of 2 stores a week. Several retail chains scan coupons at the point of sale. At the end of the year, 90 coupon issuer numbers had been allocated.

During 1989, important efforts were made to promote the ICOM communication system. The ICOM manual was fully redrafted and made available by the end of the year. The Working Party on Communication carried on its message design work and assessed the tests of various messages. In parallel, the Belgian Organization followed the EANCOM developments and provided the necessary information to Belgian companies that wished to adopt EANCOM for international communication.

The ICODIF manual on «article numbering and symbol-marking» was fully redrafted and will become available (in French and Dutch version) by March 1990.

Three seminars on the numbering and symbol-marking standards, including supplementary codes, were held in November/December 1989. All seminars were well received and attended by a great number of delegates. A new video explaining the main projects and activities of the Association was produced and presented for the first time at the General Assembly meeting in February 1989.

ICODIF was present and lectured at several conferences on barcoding and EDI.

BRAZIL

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President : Mr. J.C. NAVAS, Grupo Pâo de Açucar

Executive Staff :
GUIMARÃES Isabel C, General Secretary
LOPES Simone Silva, Technical Adviser

Newsletter : Informativo ABAC

SYNOPSIS OF THE ACTIVITIES IN 1989

During 1989, ABAC's membership grew to 510 companies, with 331 falling into the manufacturer category, 73 into distribution and 106 into other categories. Two stores were scanning EAN symbols.

During 1989, ABAC continued its activity in the Working party «Communications and EDIFACT». The Brazilian technical standards on Communications are about to be released . ABAC held several seminars, exhibitions and specific courses for printers. ABAC also initiated a third party «EAN Symbol Official Quality Control». The annual meeting was organized, with great success, together with ABRAS, the Brazilian Association of Supermarket Operators.

CHILE

CNC - DEPARTAMENTO DE CODIFICACION COMERCIAL («CNC-DEPCO»)
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President :
Mr. O. ANWANDTER QUENTIN

Executive staff:
RECABARREN MEDEIROS Carlos, Executive Director
ELGUETA ANDRADE Héctor, Administrative Assistant

SYNOPSIS OF THE ACTIVITIES IN 1989

CNC-DEPCO joined the International EAN Association from July 1989. At the end of the year, CNC-DEPCO had 13 member companies and 250 source-marked items. Three supermarket chains have already started scanning.

During 1989, DEPCO held 12 seminars for companies and associations. Through these seminars and meetings, over 200 companies were contacted. Two working parties «Despatch units» and «Pharmaceutical products» were set up, the first to study the implementation of the ITF code and the second to investigate additional uses of EAN-13.

During 1989, CNC-DEPCO published its first official brochure explaining the aims and framework of EAN and DEPCO and the basic elements of the EAN specifications and barcoding. In addition, the Organization published several articles in specialized journals, such as the «Revista de Supermercados», the «Mercado Moderno» and «Vas» (the packaging journal).

COLOMBIA

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President :
Mr. R. FLOREZ BARAJAS, Presidente Consejo Directivo I.A.C.

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, IAC had 28 manufacturer members, 12 distributors, 5 Associations and 6 other members. A total of 40 company identification numbers had been allocated. There are no scanning stores in Colombia yet.

In 1989, IAC organized the first Colombian Conference on Commercial Automation and Coding, with great success.

IAC published the «Manual Colombiano para Codificacion de Unidades de Consumo» as well as a promotional brochure and produced a video tape about IAC.

IAC organized three different technical committees on Coding, EDI and DPP.

CYPRUS

CYPRUS CHAMBER OF COMMERCE & INDUSTRY («Cyprus CCI»)
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NICOSIA
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357.2.462.312
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President :
Mr. A. AVRAAMIDES, President of the Cyprus CCI.

Executive staff:
TSIAKKIS Marios, Secretary General

Newsletter : Emporoviomichaniki

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the CYPRUS CHAMBER OF COMMERCE AND INDUSTRY had 144 manufacturer members and 5 distributor members. In all 137 company identification numbers were allocated. Five supermarkets and other self-service grocery stores were scanning.

CZECHOSLOVAKIA

CZECHOSLOVAK CHAMBER OF COMMERCE AND INDUSTRY («CCCI»)
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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 1989

At the end of 1989, the CZECHOSLOVAK CHAMBER OF COMMERCE AND INDUSTRY had 1,067 members. 151 EAN company identification numbers had been allocated alltogether. One department store was scanning. Most of the source-marked goods were destined for export. The greatest progress was achieved in symbol-marking books and various records, tapes, video cassettes and CD records. The preparations for symbol-marking pharmaceutical and health products continued.

During 1989, many organizational changes took place in the Czechoslovak economy as well as in the sphere of manufacturers, distributors and organizations.

DENMARK

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

Executive Staff:
OLSEN John, Director
RASK Arne, Director
ANDERSSON Ulla, Consultant

Newsletter : DVA-NYT

SYNOPSIS OF THE ACTIVITIES IN 1989

The DANSK VAREKODE ADMINISTRATION has no individual members. On the whole 1,700 company identification numbers have already been allocated. In all 1,061 shops were scanning, of which 883 supermarkets and other self-service grocery stores, 1 department store and 177 non-food speciality shops.

FINLAND

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President :
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Executive staff :
LINDROOS Sven-Gustav, Director

Newsletter : EAN-INFO

SYNOPSIS OF THE ACTIVITIES IN 1989

The Article Number Committee at the CENTRAL CHAMBER OF COMMERCE OF FINLAND has no individual members. At the end of 1989, 1082 manufacturer numbers had been allocated i.e. an increase of 33% during the year.

By December 1989, 1115 supermarkets, 137 department stores and 58 non-food speciality shops were scanning, totalling 1310 installations, which means an increase of 56% during the year. 43% of all Finnish grocery products are sold through EAN-outlets.

The Finnish «EAN-INFO» letter was published twice during 1989 and the EAN Manual was updated.

In spring 1989, a test on sales data was carried out between two retailers and seven manufacturers. The Article Number Committee will decide in 1990 about future development in this field.

FRANCE

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Mr. B. SUZANNE, General Director SYNDIFRAIS

Executive Staff :
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de CLOSMADEUC Joël, External Relations
SION Bernard, Technical Adviser
GEORGET Pierre, Technical Adviser
LENOIR Christian, Technical Adviser
DANTIN Eric, Technical Adviser
de GUERRY Denys, Technical Adviser

Newsletter : GENCOD Information

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, 10,900 manufacturers and 480 distributors were members of GENCOD. The number of scanning stores has continued to increase to 4,648 stores. 60% of all hypermarkets are now equipped. The number of non-food speciality shops using scanning has increased significantly thanks to the fact that many tobacco stores have started to use wandreaders.

Perfumers have started to symbol-mark all articles sold in specialized non food stores.

In the summer, a large part was made in the press concerning discrepancies between shelf prices and file prices. GENCOD published and circulated a poster to all stores reminding them of the «Golden Rules».

A working party on the definition of messages for transmission of price lists and logistic tariffs has nearly completed its task. The working party on messages for carriers is going on.

The ALLEGRO service, which is the GENCOD EDI service between suppliers and retailers is now operational : 80 users were numbered at the end of the year. They exchanged product description files, orders and invoices according to the GENCOD language, in

force since 1976 for the exchanges on magnetic support. EDIFACT messages can also be transmitted by ALLEGRO. ALLEGRO is being used by food retailers as well as by DIY distributors.

During 1989, GENCOD held 41 seminars in Paris, 10 seminars in different large cities and 6 regional meetings devoted to the new barcode developments and the presentation of the ALLEGRO service.

GENCOD produced a video on EDI and ALLEGRO and participated in 5 exhibitions : one for the retail industry, one for hardware equipment, one for sports goods, one for logistic equipment and one for merchandising.

GERMAN DEMOCRATIC REPUBLIC

CHAMBER OF FOREIGN TRADE OF THE GERMAN DEMOCRATIC REPUBLIC - EAN BUREAU
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Telex : 114840

President :
LEMNITZER Hans-Joachim, President of the Chamber of Foreign Trade of the GDR

Executive Staff : RICHTER Renate (Dr.), Executive Director

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the EAN BUREAU of the Chamber of Foreign Trade had 1,298 manufacturer, 60 distributors and 33 other members. 188 EAN manufacturer numbers had been allocated. Three stores were scanning of which 2 department stores and 1 non-food speciality shop.

About 2,000 articles (general merchandise) were scanned in one department store. Symbol-marking and scanning in the grocery sector will start in 1990.

In 1989, the EAN BUREAU completed their second EAN-brochure on typographic and packaging questions. The national EAN specifications are now available.

Apart from individual consultations, the EAN BUREAU gave four important lectures, incl. discussions about EAN in the towns of Leipzig, Dresden, Karl-Marx-Stadt and Potsdam. Consultations with exporting companies were intensified.

In March 1989, the EAN BUREAU organized an exchange of experiences and information together with GDR enterprises and the EAN Bureau of Hungary.

GERMANY, THE FEDERAL REPUBLIC OF

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President :
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Executive staff :
HAGEN Karlheinz, Director
WAGENER Günter, Division Manager (Marketing Services)
SCHULTE Karl, Division Manager (Systems Development)

Newsletter : Coorganisation

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, 9,474 manufacturers and 3,588 distributors were members of CCG. More than 50 % of the manufacturer members represent general merchandise branches.

In all 3,434 stores were scanning. The symbol-marking rate was nearly 100% in the food assortment and increased very rapidly in the textile and hardware sectors.

NDWK

During 1989, the main activity of the DIN-Committee «Daten- und Warenverkehr in der Konsumgüterwirtschaft» was to study the EANCOM draft messages and the development of EDIFACT

subsets for the exchange of information in the consumer goods' area. The NDWK is also working at a logistic information system.

SEDAS - Exchange of invoices

Approx. 230 companies are now exchanging invoices on a bilateral basis.

In the course of the year, pilot projects for the exchange of invoice information were organized with the help of the network providers General Electric Information-Service (GEIS) and IBM. Several major companies from trade and industry took part in the tests.

SDS - Exchange of order information

54 manufacturers and 15 distributors participated in the SDS-order data exchange. The volume of order information exchanged quadrupled during the year. In December 1989, more than 200,000 order lines were exchanged over the clearing-house.

SINFOS - Communication of basic data

In 1989, CCG organized a SINFOS test to try out the exchange of basic data. Information about approx. 1,500 items from 11 manufacturing companies were stored in the CCG data pool and communicated to interested companies.

MADAKOM - Access to sales data

The number of items in the MADAKOM pool increased to 63,000. The data are collected from 104 outlets from 13 distribution chains. The 104 outlets represent :
- Department stores (8)
- Consumer markets (42)
- Supermarkets (11)
- Discount shops (42)
- Specialized shop (1)

CCG services and seminars

During the year 1,204 new members used the services of CCG at the introduction of EAN coding, for example for symbol testing at the CCG-test-center.

Seminars on EAN, SEDAS, MADAKOM and SDS were held throughout the year.

GREECE

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Managers :
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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 1989

At the end of 1989, HELLCAN had 210 manufacturer members and 1 other member. There are no EAN scanning stores yet in Greece.

During 1989, HELLCAN introduced EAN barcodes in the book sector in collaboration with the National Library. HELLCAN organized seminars for industrial companies and retailers and participated in three exhibitions on packaging and electronics.

HONG KONG

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President :
Mr. G. ELLEDGE

Executive Staff :
LIN Anna, Chief Executive

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, HKANA had 80 manufacturers, 2 distributors and 8 other members. There are no scanning stores yet in Hong Kong.

Since its inception Sept. 89, the Association has concentrated its efforts on introducing the concept of article numbering and scanning, the EAN standard as well as establishing the status of the Association in the society.

Working very closely with grocery retailers, the Association's captive members are the manufacturers of supermarket chain stores. Numerous activities have been organized in promoting article numbering in Hong Kong :

1)Official launch of the Association
2) Printing and distributing the HKANA introductory pamphlet
3) Printing and distributing the HKANA quarterly newsletters
4)Organizing an in-house workshop
5)Providing testing services
6)Setting up demonstration for press briefing.

HUNGARY

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

Executive Staff :
VISZKEI György, Executive Director
SZIRMAYNE KOVACS Judit, Executive Officer
SZEBENI Endréné, Executive Assistant

SYNOPSIS OF THE ACTIVITIES IN 1989

By the end of 1989 the EAN BUREAU of the HUNGARIAN CHAMBER OF COMMERCE had 493 members i.e. 490 manufacturers and 3 distributors. The symbol-marking rate increased slowly, reaching 20 %. 18 stores were scanning, of which 9 supermarkets and other self-service grocery stores, 2 department stores and 7 non-food speciality shops.

A very important achievement is that after 2 years of discussions, the pharmaceutical industry agreed to use the EAN symbology. Scanners are used in several pharmacies.

Several seminars were held for manufacturers and printers.

HCC established a Working Group dealing with the EDIFACT specifications, aiming at preparing the introduction of EANCOM, on the basis of a two-year working programme.

The national EAN-128 standard was completed with the cooperation of the EAN Bureau of the HCC. The national EAN regulations were published in a revised and enlarged edition.

ICELAND

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President :
Mr. V. EGILSSON, Director of the ICELAND CHAMBER OF COMMERCE

Executive Staff :
HAUKSSON Oskar, Project Manager, Technological Institute of Iceland.

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the ICELAND EAN COMMITTEE had 120 manufacturer members and 12 distributor members. 1989 was a turning point for EAN in Iceland with a growing number of scanning stores and manufacturers source-marking their products. 20 stores were scanning of which 18 supermarkets and 2 non-food speciality shops.

The ICELAND EAN COMMITTEE organized one seminar on the technical aspects of EAN bar coding and participated in the Nordic project on EDI called EDINOR. The main goal of this project is to implement and test the use of the EANCOM standard in the Nordic countries.

ISRAEL

ISRAEL CODING ASSOCIATION («ICA»)
c/o Manufacturers Association of Israel
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Fax : 972.3.662.026
Telex : 342651

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

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

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the ISRAEL CODING ASSOCIATION had a total of 800 manufacturer and 20 distributor members. 41 stores of which 39 supermarkets and other self-service grocery stores and 2 department stores were scanning.

ITALY

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Telex : 330899

President :
Mr. L. BORDONI, Director CENTROMARCA

Executive Staff :
LENTI Giovanni, Secretary General
BUCANEVE Roberto, Technical Executive

SYNOPSIS OF THE ACTIVITIES IN 1989

INDICOD had, at the end of 1989, 9,359 manufacturers, 38 distributors, 134 publishers and 63 other members. Approx. 3,600 retail shops were scanning. The grocery assortment may be considered as fully symbol-marked. There was an important expansion of the EAN system in the following sectors : textile and apparel, electric and household articles, tools and stationery. The symbol-marking of multipacks and despatch units increased despite of some difficulties.

The «access to sales data» was dealt with by the Management Committee and by the Technical Working Party. An experimental solution is expected during 1990.

As far as EDI is concerned, the standard EANCOM message structures for the invoice, the purchase order and the delivery note were released. Other standard messages are under investigation in the Working Party.

INDICOD circulated the manuals on supplementary coding (EAN-128) and on variable quantity despatch units to their members.

During 1989, INDICOD organized a national meeting for the food fair in Bologna and 3 regional meetings. Articles on EAN coding were published in magazines and specialized periodicals on packaging and distribution.

JAPAN

THE DISTRIBUTION CODE CENTER («DCC»)
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TOKYO # 141
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Chairman :
Mr. E. KAGEYAMA

Executive Staff :
ASANO Kyosuke, Executive Director
ONO Kozo, Deputy Manager
SAITO Seiichi, Chief Researcher
SATO Makoto, Chief Researcher
FUKADA Mutsuo, Chief Researcher
SEKIKAWA Hitomi, Chief Researcher
SASAI Shigeru, Chief Researcher
FURUKAWA Hisao, Chief Researcher

Newsletter : DCC News

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the DISTRIBUTION CODE CENTER had 31,096 manufacturer members and 12,296 distributor members.

Scan Installation Status

According to a survey conducted by DCC, as of the end of March 1989, there were approximately 43,000 stores that had introduced 120,000 POS terminals (EAN type) in Japan. At present, it is estimated that the total has increased to approximately 100,000 stores with 300,000 POS terminals.

A total of 44,000 merchandise manufacturers have a registered manufacturer number with DCC for source-marking approximately 2,000,000 different items.

Source-marking applications as of 1989 have become disseminated more widely among intermediate-type goods such as building materials, electronic parts, automobile parts, and machine tools parts. In 1990, the source-marking of apparel is likely to become the key issue.

Diffusion of EAN scanning stores (as of 31 March 1989)

Store category	Number of scanning lanes			Number of scanning stores
	Fixed scanners	Handheld scanners	Total	
- Department stores	565	636	1,201	105
- Gen. Merchandise Stores	18,687	13,784	32,471	1,934
- Supermarkets	27,022	4,083	31,105	8,646
of which mini-supermarkets	*3,303*	*1,243*	*4,546*	*1,899*
- Convenience stores	536	18,925	19,461	11,194
- Agricult. Cooperatives	2,697	183	2,880	718
- Cooperatives	3,160	205	3,365	771
- Shopping Centers	724	614	1,338	389
- Home centers	236	513	749	189
- Speciality stores	1,101	19,143	20,244	15,246
Clothing	*197*	*3,606*	*3,803*	*2,418*
Furniture, Interior goods	*26*	*46*	*72*	*41*
Household, electr. appl.	*33*	*2,770*	*2,803*	*1,428*
Cameras, precious metals, glasses & clocks	*33*	*544*	*577*	*301*
Books, Stationery	*13*	*77*	*90*	*56*
Car goods				
Character goods	*0*	*152*	*152*	*152*
Pharmaceutical products & Cosmetics	*192*	*4,531*	*4,723*	*4,195*
Toys, hobbies	*16*	*501*	*517*	*263*
Records,Instruments	*0*	*315*	*315*	*242*
Liquor	*39*	*3,301*	*3,340*	*3,243*
Shoes	*2*	*165*	*167*	*143*
Sports	*8*	*642*	*650*	*29*
- General retail shops	1,210	1,967	3,177	2,084
- Others	1,568	1,578	3,146	1,604
Total	57,506	61,631	119,137	42,880

JICFS (JAN Item Code File Service) System

- The JICFS is the system which supplies information on the EAN codes and their corresponding product description - such as item name, size, volume, specification, recommended retail price, etc - to a wide range of retailers including wholesalers, marketing companies, and computer system suppliers. Product information is provided directly by the manufacturers to the database managed by DCC-Japan.

- The JICFS started to provide services in April 1988.

- As of December 26, 1989, 430,000 merchandise items were recorded in the JICFS database, mainly food products and sundry goods. By the end of 1990, it is expected that there will be about 650,000 merchandise items registered not only in the areas of food products and sundry goods, but also in areas such as household electrical appliances, toys and

sporting goods.

- Data on individual items stored in the JICFS database are supplied to the users via 13 distributors. Users are utilizing the database for the maintenance of POS systems, PLU files, merchandise master files for purchase order data exchange between retailers and vendors, and merchandise master files for scan data services.

Scan Data Service Pilot System

- The Scan Data Service system is an experimental system designed to collect and use POS-scan data. DCC-Japan and eleven database service (DBS) companies have been experimenting the system since October 1980. This experiment is scheduled for completion in December 1990.

- In this system, scan data from 200 stores throughout Japan are being collected on a weekly or monthly basis. The DBS companies supply these data after analysis and processing according to the needs of manufacturers, wholesalers and retailers.

- This system has currently been collecting data on food products and miscellaneous goods.

- In 1990, DCC-Japan plans to determine the requirements for running the Scan Data Service system as an independent private business.

The distribution VAN (Value Added Network) «BENTHAM»

- VAN in distribution industry is a network system for supporting the on-line exchange of purchase order data between retailers and vendors. DCC-Japan has developed a standard VAN system called «BENTHAM». BENTHAM was designed on the assumption that a system will be built in each area and that BENTHAM will be the EDI standard for that purpose.

- «BENTHAM» offers on-line data exchange network services to small and medium-sized independent retailers, wholesalers and manufacturers who wish to send on-line purchase order data to multiple vendors but cannot install such system by themselves for cost or other reasons. A major characteristic of the BENTHAM network system is that it is jointly planned and operated by several wholesalers.

- The BENTHAM operation started in April 1988.

- DCC-Japan is supporting the installation of on-line data exchange systems which connect retailers, wholesalers, and manufacturers. At present, about 50 on-line data exchange network systems including BENTHAM are operating in industry segments or areas.

- This VAN is based upon the premise that EAN codes, the standard data exchange format and the standard protocols such as J protocol and JICFS will be used.

Shopping Mall (district) POS Systems

- Japan has a large number of areas where stores, predominantly small and medium-sized independent retailers, gather to form a shopping district. In POS shopping districts, independent retailers individually install POS terminals and use a computer system together. This POS system reduces the system cost for each retailer.

- Shopping Mall POS systems have the following two major objectives :
  a. To improve customer service by issuing shopping mall cards.
  b. To reinforce the merchandise control of each store by means of the EAN code and by efficiently improving the assortment of goods in stock.

- DCC-Japan is experimenting the system in the following shopping malls :
  a. «Musashi Koyama Shopping Mall» (Tokyo). A large shopping area consisting of 280 stores. An experimental merchandise control system using tags of the EAN code system started in November 1988.
  b. «Chitose Karasuyama Shopping Mall» (Tokyo). A medium-sized shopping mall consisting of 156 stores. An experimental stamp system which uses IC cards started in November 1988. In October 1989, about 3,000 IC cards were distributed to consumers, and these are in use. In 1990, service functions such as credit and prepaid cards are planned in addition to the IC card.
  c. «Kumamoto-City Central Shopping Mall» (Kumamoto-City). A large-sized shopping mall consisting of about 380 stores. The experimental merchandise control system started in September 1989. An experimental customer service system (based on the use of a Magnetic Stripe card) began

to operate in December 1989.

d. «Kooriyama Central Shopping Mall» (Kooriyama-City). A medium-sized shopping mall consisting of about 160 stores. A customer service system using shopping-mall cards is now under research and development. Experiments on this system are planned to start in 1990.

e. In addition, there are other shopping centers that are planning to develop the use of prepaid cards and/or bank POS systems, and to introduce the operation of such a system in 1990.

MALAYSIA

MALAYSIAN ARTICLE NUMBERING COUNCIL («MANC»)
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Telex : 32437

Chairman :
Mr. P. LOW, Chairman of Malaysian Sheet Glass Berhad

Executive Staff :
TAN KEOK YIN, Executive Director
AU SOO KEUN (Ms), Assistant Director

SYNOPSIS OF ACTIVITIES IN 1989

The use of product numbering is gaining wider acceptance in Malaysia as more and more manufacturers are applying EAN barcodes on their products for both the export and local markets. At the end of 1989, MANC had 95 manufacturer members and 1 other member. Three supermarkets and other self-service grocery stores have scanning facilities.

A presentation on the EAN system was given by Mr. Paul Low, Chairman of the MANC, at the IBM «Solutions-at-the-Work Exhibition/Seminar» held in Kuala Lumpur in May 1989. An information booth was also set up to display and disseminate the use of the EAN system.

In June 1989, a public seminar on the implementation of the EAN system was organized by the Federation of Malaysian Manufacturers to explain the technical aspects of the system. Companies dealing in barcoding equipment and technical services were invited to display their products and services at that seminar.

During the year, presentations and technical assistance were given to individual companies.

Besides promoting the use of barcoding to potential subscribers through brochures and literature, a quarterly newsletter was published to educate and inform the users on the current developments of the EAN system in the country and around the world. It is expected that such publications and related activities promoting the use of EAN and showing the benefits of the system will encourage more companies to adopt bar-coding and scanning.

MEXICO

ASOCIACION MEXICANA DEL CODIGO DE PRODUCTO AC («AMECOP»)
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Telex : 1763639

President :
Mr. H. DAVIS, President AURRERA

Executive Staff :
SANCHEZ DE LA VEGA Maria de Lourdes, General Manager

Newsletter : Boletin AMECOP

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, AMECOP had 158 manufacturer, 22 distributor and 28 other members. 66 stores were equipped with scanning.

In October 1989, AMECOP held its first conference on barcoding, which was attended by 700 persons. An equipment and software exhibition was held at the same time.

A working party on standardization of trading communication using EDI was formed. Members of this working party are interested companies and service providers.

The pharmaceutical sector formed a committee aiming at using the EAN system at the point of sale.

The use of symbol-marking on despatch units has started but is moving slowly due to technical problems.

THE NETHERLANDS

STICHTING UNIFORME ARTIKEL CODERING («UAC»)
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Telex : 18765

President :
Mr. J.A.N. VAN DIJK, M. Ec., Chairman Board of Management SARA LEE / DE N.V.

Executive Staff :
GIETELINK J. Peter, Managing Director
MUNSTERMAN Piet, Secretary and Project Manager

Newsletters : UAC Bulletin and TRANSCOM Bulletin
UAC Perspectief

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, UAC had 1,478 members, of which 831 manufacturers, 388 distributors and 259 other members. About 800 shops, of which roughly 600 food supermarkets and other self-service grocery stores and 200 general merchandise speciality shops, were equipped with scanners. The symbol marking rate on food products is 99%. The symbol marking rate on general merchandise products has grown significantly during 1989, resulting from a growing flow of membership applications from general merchandise manufacturers.

New UAC members belong primarily to the following sectors : DIY products, food and grocery products, logistic services, electro- technical goods and car-shop products, but also : chemical products, books, records, pharmaceutical products, textile and fashion products. During 1989 UAC strengthened its commitment to promote the use of the EAN system in logistic applications, since the basic value of EAN is its ability to connect the flow of goods and the flow of information.

TRANSCOM is a set of standards for electronic interchange of trade messages, such as purchase orders, invoices, delivery, article and address information. Since 1988, the TRANSCOM standards comply with the internationally agreed EDIFACT standards. Consequently the number of TRANSCOM users started to grow very rapidly and reached the number of 150 by the end of 1989, an increase of 100% !

NEW ZEALAND

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WELLINGTON
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Chairman :
Mr. K. DALDORF, Managing Director GUS Wholesalers.

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

Newsletter : NZPNA Newsletter

SYNOPSIS OF THE ACTIVITIES IN 1989

While there was a steady flow of new members throughout 1989, during the first half of the year there was a decline in membership. As at the end of 1989, the NEW ZEALAND PRODUCT NUMBER ASSOCIATION had 1,581 manufacturers, 366 distributor and 53 other members. In all 486 stores were equipped with scanning of which 328 supermarkets and other self-service grocery stores, 1 department store and 157 non-food speciality shops.

Product numbering and scanning applications are

becoming established at the retail level in apparel, hardware, pharmaceuticals and general merchandise. In both food and non food industries, an increasing number of manufacturers are barcoding despatch units and looking to link their electronic data capturing systems to future EDI applications.

Training seminars, with an emphasis on despatch unit coding were conducted for manufacturers during the year. A video which was prepared primarily for training checkout operators will also be suitable for the general public.

During the year, many companies recognized the need to establish inventory control and purchase ordering systems along with office automation to assist with the implementation of EDI. 1990 should see many developments in this area.

NORWAY

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Chairman of the Board :
Mr. E. AAMODT, SAMAS ARNET AAMODT

Executive Staff :
JOHANSEN Evelyn, Executive Manager
BARKHOLM Toril, Accountant

Newsletter : EAN-NYTT

SYNOPSIS OF THE ACTIVITIES IN 1989

The Norwegian Numbering Organization NORSK VAREKODEFORENING has no individual members. At the end of 1989, 1,507 manufacturer numbers had been allocated. 291 of these numbers were for coding variable weight items. The symbol-marking rate on grocery items was in excess of 97 %, and source-marking of general merchandise such as books, newspapers, periodicals, cosmetics, toys, shoes, clothes and records is growing rapidly.

In all, 1,136 stores were scanning of which 716 food supermarkets and other self-service grocery shops, 31 department stores, 100 book stores and 289 non-food speciality shops.

During the year, NVF has checked many EAN symbols and has given advice regarding print quality and symbol location. The main problem with symbol-marking is truncation and insufficient light margins.

The newsletter «EAN NYTT» was published twice. In June 1989, NVF held a seminar on the following topics :
- EAN towards 1992;
- Source-marking of variable weight items and despatch units;
- Correct techniques for printing barcodes;
- The EAN system in service.

NVF played an active part in the international EAN Communication project «EANCOM».

PAPUA NEW GUINEA

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PORT MORESBY
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Executive Staff :
AUSRE Heau G., Executive Secretary

SYNOPSIS OF THE ACTIVITIES IN 1989 : N.A.

PERU

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President :
Mr. F. YZAGA

Executive Staff :
GARCIA Pedro, Director
SPARROW R. Alberto, Chief Executive

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the ASOCIACION PERUANA DE CODIGOS had 18 manufacturer, 22 distributor and 8 other members. 4 supermarkets and other self-service grocery stores were scanning.

Since 1989 was APC's first membership year, its objectives were mainly directed to introduce and promote the use of barcoding in Peru.

In August 1989, APC, helped by Mr. L. CAÑAS (CODIGO-Argentina), organized a conference to explain the benefits of the EAN system. More than 100 representatives from leading industries, distributors and organizations attended.

APC organized two other conferences, one for printers, explaining how to print EAN symbols correctly, the other for representatives from 30 of the largest industries in Peru to encourage them to barcode their products. All these conferences proved to be very successful. Every month, many industries were interested in joining APC.

APC published its first Bulletin in August and the second one is ready for publication.

Besides an Executive Committee and a Technical Committee, a Promotion and Development Committee was formed.

PORTUGAL

ASSOCIACAO PORTUGUESA DE IDENTIFICACAO E CODIFICACAO DE PRODUTOS («CODIPOR»)
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President :
Mr. A.R. MELLO CAMPELLO, Director NESTLE

Executive Staff :
CARREIRA Maria Luiza, General Secretary

SYNOPSIS OF THE ACTIVITIES IN 1989

During 1989, CODIPOR's membership grew by 83 %, reaching, by the end of the year, 789 members (681 manufacturers, 43 distributors and 65 other members). According to the latest Nielsen report, 81 % of the mass merchandise supplied to major chains was source-marked. The marking of general merchandise is increasing, especially on textile and ironmongery products. 220 stores, of which 15 supermarkets and other self-service grocery stores, 5 department stores and 200 non-food speciality shops were scanning. A substantial increase in the number of EAN scanning stores is expected in 1990.

Due to the large number of new members, CODIPOR's activities during the year were mainly confined to the organization of barcoding seminars and the participation in various meetings and conferences.

CODIPOR organized its fourth National Congress in Lisboa, with a special session on EDI. More than 250 delegates from trade and industry attended the event.

CODIPOR had its own stand at the most important exhibition in Portugal, NUTRIFIL/VINIFIL 89.

SINGAPORE

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Chairman :
Mr. TAN Jin Soon

Executive Staff :
KWOK Janice, Executive Secretary

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of the year, SANC had 155 manufacturer and 8 distributor members. Six stores were scanning of

which one supermarket, two department stores and three non-food speciality shops.

In its continuing effort to promote greater use of EAN barcodes, SANC organized various activities in 1989, especially aiming at encouraging manufacturers to source-mark their products. In this exercise, SANC encouraged more retailers to go into EAN scanning.

SANC chairman and staff visited member companies during the year to assist, encourage and discuss with members on source coding their products. These manufacturers were also encouraged to work out a systematic programme to source-mark their products when their existing stock of packaging materials is getting exhausted.

ANC conducted a survey during the year to determine to what extent members had source-marked their products. More than one third of SANC members had source-marked their products. To encourage source-marking, SANC allows members to advertise their source-marked products in its newsletter at no cost.

SANC published a monthly newsletter to provide information on its new members, activities and latest technical information from EAN and relevant extracts from other EAN member organizations.

SANC met Senior Management staff of Shoemart Inc. from The Philippines in October 1989. Discussion focussed on Shoemart's interest in coding and scanning. The Philippines' potential membership with EAN was also discussed.

SANC strongly supported and assisted Metro (Pte) Ltd, SANC member and one of the largest retail chains in Singapore to launch new POS retail scanning systems in 3 of its stores on 16 November 1989. Metro has immediate plans to equip 5 more stores with similar POS scanning systems.

SANC Chairman gave an opening speech at the «Barcoding in retail» seminar organized in April 1989 by Dynamar Computer Products Pte Ltd. Participants included 10 local retailers who were briefed on the applications of barcode equipment for use in retail.

SANC organized a seminar in November 1989 on «EAN-128, its applications and usages» to update its members on the latest development on barcoding.

SANC member equipment suppliers also gave presentations and displayed their latest bar code equipment to more than 100 participants. The video presentation «EAN Odyssey» was shown to the participants.

SANC participated in the Singapore International Fair 1989 by organizing a retail shop in which products manufactured by 30 SANC member companies were exhibited. These products were coded with EAN barcodes, which were preprinted or on labels generated by SANC members' label-generating equipment. Products were scanned at POS by machines provided and supported by SANC equipment suppliers. This store enabled the public of Singapore to experience the advantages of scanning in a simulated retail environment. This store attracted many people and helped the general public to understand scanning at the POS.

SOUTH AFRICA

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Executive Staff :
PEARCEY Robert, Executive Director

Newsletter : SAANA Newsletter

SYNOPSIS OF THE ACTIVITIES IN 1989

During 1989, the membership of SAANA grew to 2,274 companies, with 2,126 falling into the manufacturer category, 44 into distribution and 104 companies into other categories. Overall the level of barcoded mass merchandise supplied to major chains reflects a level of nearly 98%. The level of source-marking in the hardware sector is approaching 80% while general merchandise is now around the 40% level.

There is a marked movement among the Cash & Carry operators and major chains for despatch units and outer cases to be barcoded at source by suppliers, in order to scan goods delivered to the back doors of the stores.

Seminars

During June, barcoding seminars for members were held in Johannesburg, Durban and Cape Town, and were attended by about 200 delegates. The one day seminars are structured in two sessions, the first aimed at new members, concentrating on all aspects of barcoding. The second session has speakers from both retail and cash & carry chains, and this is particularly informative for older members. However, it is interesting to note that over 90% of delegates attended both sessions.

An EDI Seminar was held in Johannesburg in September and was attended by over 150 delegates. This seminar provided an update on the progress being made by SAANA in developing the SAANA EDI Standards and speakers from Food retailers, Clothing Retailers, Cash & Carry wholesalers and Manufacturing sectors advised delegates of their future plans for implementing EDI. The guest speaker was Goeff Gregory of Reckitt & Colman UK.

Activities

The pharmaceutical industry has been showing a marked interest in moving into standardized barcoding and at a recent seminar addressed by SAANA's Executive Director, took a decision to adopt the EAN system. It is anticipated that EAN barcoding will be phased in over a period of time and to assist with its implementation, specially structured seminars will be held for companies that fall into this market sector.

The Technical Sub Committee appointed by the SAANA EDI Working Group, addressed the requirements for a Value Added Network and following their recommendations, a tender was prepared to enable potential network suppliers to submit their proposals. All responses have been evaluated and the SAANA Council will make a final decision in this regard during the 1st quarter of 1990.

SOUTH-KOREA

THE KOREA DISTRIBUTION CODE CENTER («KDCC»)

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President :
Mr. Sang-Ha KIM

Executive staff :
Yong-Sang PARK, Secretary General
Choong-Kee MINN, Deputy Secretary General
Tong-Joon PARK, Manager

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, The KOREA DISTRIBUTION CODE CENTER had 85 manufacturers, 8 distributors, one association and 24 other members. During 1989, 43 companies were newly allocated a manufacturer identification number and approximately 1500 items were source-marked. In addition, 11 companies were assigned a manufacturer identification number for EAN-8 coding. The total number of stores in South-Korea stands at 25 of which 2 supermarkets and other grocery stores, 20 department stores and 3 non-food specialty shops.

During 1989, KDCC held several seminars and lectures with potential member companies to promote and introduce the EAN system. The staff from 30 local Chambers of Commerce and Industry gave 2-days lectures on the numbering and symbol marking system, thereby promoting the EAN system in the region concerned. A special seminar held on October 11 together with an exhibition of POS equipment and source-marked items was attended by 170 persons from trade, industry and other sectors. Guests speakers were three Chief Researchers from DCC-Japan.

Publications in 1989 were POS information, KDCC'S brochure, KAN Code List and other materials. KDCC produced a leaflet called «POS System» explaining the EAN System and the activities of KDCC.

SPAIN

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Executive Staff :
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IZARD Gabriel, Technical Director
AGUSTIN Antonio, Marketing Director
HERNANDEZ DE LORENZO Mar, Administrative Officer
SANCHEZ COLL Alejandro, Communications Project Manager
CROSAS Domenec, Marketing Project Manager
RUBIES Antoni, DPP Project Manager
BOIGUES Enrique, Automatic Identification Manager
CAMPOS José Luis, Scanning Advisor
TOBAR Carlos, Communication Advisor
FELIPE Ana Maria, Journalist

Newsletter : CODIGO 84

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the Spanish Numbering Organization AECOC had 4,948 manufacturer, 184 distributor and 106 other members (mostly printers, equipment suppliers, systems design companies). 1,603 retail stores were using slot scanners or hand held readers.

Main Coding and Symbol activities

- Advice Service : AECOC carried out 50 telephone advices a week and 20 personal advices a month.
- Control Service : 2000 free of charge controls on printed symbols and film masters were made during the year.
- «Tarjeta aviso de error» : 250 cards were processed.
- AECOC Specifications : a full new version of General Specifications was issued in 1989.
- Supplier Directory : a new supplier directory was launched to give accurate information to all members.
- Fairs and events : AECOC was present with its own stand in : EQUIPAL, DIPA, SCAN ESPAÑA, NUTRIFAS.
- A seminar on warehouse automation and wholesalers was held in Madrid.
- 18 EAN seminars were organized throughout Spain.
- Coding of promotional variants : a new detailed pamphlet was published giving complete details to companies on how to code new promotional products.

AECOM activities

- 10 AECOM seminars were organized in Barcelona, Valencia and Madrid, attended by 115 companies and 165 people.
- Direct enterprise advices were given to 30 companies.
- Several working meetings were held with the user supplier group (45 companies).
- An AECOM leaflet was issued and distributed in 1989
- AECOC attended all EANCOM meetings in Brussels and was involved in the SIMPRO-ESPAÑA activities.
- The AECOM SERVICE was set up thanks to the AECOM SERVICE COMMITTEE (CSA). Three levels were covered :
  - User requirements (Work Station)
  - Communications requirements (network constraints)
  - Clearing House system

Their main concerns were :
- To produce the «Pliego de Condiciones», i.e. the definition of all requirements to be supported by the AECOM service.
- To give to the equipment companies involved in EDI business the opportunity to have their products selected by AECOC.
- To discuss and propose to the AECOC council the most appropriate solutions.

DPP

- AECOC worked together with IGD (U.K.), DHI (Germany), IFM (France) in the Co-Founders group on the EURO-DPP pattern.
- During 1989, the Spanish dictionary was set up according to the International Model.
- 100 DPP surveys were distributed to AECOC members.
- A DPP AECOC leaflet was issued and distributed in 1989
- AECOC participated in the International CIES Merchandising Congress held in Barcelona in March 1989.

Publications

- AECOC published its bimonthly magazine «CODIGO-84» (7,000 copies).
- AECOC also published a new flash called «AECOC.FARMA» which was sent to all pharmaceutical laboratories. 500 copies are issued every three months.
- Several new leaflets were produced, presenting the various AECOC activities (DPP, AECOM, Seminars, coding of promotional variants).

Annual Congress

- The annual congress («4as Jornadas AECOC») was organized in Sevilla. 300 top level people from major Spanish retailers and manufacturers attended the congress called : «The human factor». Important speakers lectured on : new technologies, future trends, the Unique Act and strategies between manufacturers and distributors towards the 90's.

SWEDEN

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President :
Mr. L. EKMAN, President Association of Consumer Goods Industry (1990)
Mr. R. FAHLIN, President ICA-FÖRBUNDET (1989)

Executive Staff :
PASSAD Björn, Executive Manager
FRIGGEBO Bengt, Executive Manager
FAGERLIN Kristina, Executive Officer

Newsletter : EAN-INFO

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the SWEDISH EAN COMMITTEE had allocated 1,777 company identification numbers. At the same time the number of scanning stores was about 1,725, of which 1,400 in the food sector and approximately 300 in the general merchandise area. The food stores represented 16% by number but more than 40% by turnover. The symbol-marking rate in supermarkets and other grocery shops was in excess of 95 %. In the general merchandise area the symbol-marking rate is growing rapidly.

Although EAN Sweden continuously watched over the quality of source-marked symbols through the «error report system», 1989 was declared «a quality year» with particular emphasize on that subject. A number of seminars were held throughout the country and numerous contacts taken with individual manufacturers.

This high profile will be maintained regarding symbol quality. With the growing use of EAN at the POS, retailers' frustration over poor quality symbols made quality a top priority.

As to marketing data from EAN food stores, a successful test has been undertaken. The test involved 16 stores and 17 article categories. The results will form a basis of decision for a full scale project. The issue will be pursued in 1990.

In 1989, EAN Sweden was nominated co-partner of the EURO-DPP project. A Steering Committee was set up at the end of the year to guide the national development.

In the area of data communications, EAN-Sweden supports the introduction of EANCOM by participating in EDINOR (five Nordic countries have formed a common base to support the introduction of EANCOM) and by enhancing the national DAKOM system. A successful test has been carried out to convert the DAKOM order message to and from the EANCOM «Purchase order» at the «electronic mailbox». The idea is to provide a smooth transition from an older technique to a new standard.

SWITZERLAND

SCHWEIZERISCHE ARTIKELCODE VEREINIGUNG/
ASSOCIATION SUISSE CODE DES ARTICLES
(«SACV»)
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President :
Mr. H. THULI, COOP SUISSE

Executive Staff :
SCHUBENEL Robert, Director
HELDT Joachim, Project Manager
KIENLEN Francis, Project Manager
WEBER Marlies, Head Administration

Newsletter : SACV Bulletin

SYNOPSIS OF THE ACTIVITIES IN 1989

The SWISS ARTICLE CODING ASSOCIATION had 809 manufacturers, 256 distributors, 11 associations and 77 other members at the end of 1989. In all, 575 stores were equipped with scanners of which 175 supermarkets and other self-service grocery stores and 392 non-food speciality shops and pharmacies.

In 1989, the activities of SACV expanded in its various sectors and fields of application. Some of them are described hereafter.

A working party consisting of logistical experts from trade and industry discussed possible applications of EAN-128 supplementary codes. During this work, the need was felt for redefining more precisely the principles on numbering and symbol-marking despatch units. As a first result these principles and guidelines were published in a special edition of the SACV bulletin.

Furthermore, EAN barcoding entered new sectors in 1989. One of these is the numbering and symbol-marking of tree nursery items. A working party with specialists from this sector defined the needs. It was felt that an article should have the same EAN number regardless of the producer raising the plant. Through merging and compiling different files SACV generated a central database on its PC system. Today, this database contains more than 20,000 different articles each with their individual EAN number, size, price and latin description of genus, species and variety. Although only a small percentage of these products will be symbol-marked, the EAN number provides a unique reference on the complete assortment for producers of tree nursery articles.

Within the common European market, standardization of barcodes and data content is planned. Although Switzerland is not a member of the EEC, SACV contacted its national standards body and applied for membership, to ensure influence over the registration of barcodes on a CEN and ISO level.

1989 was also the turning point for SACV's EDI projects. In 1988, SACV offered a three months free trial of different networks, without anybody seizing this opportunity. At Basel's Swisspack Exhibition in April 1989, SACV demonstrated EDIFACT ordering processing in a standard software solution and the transfer of orders via a network. As visitors showed a great interest, SACV financed a market study to investigate the needs and planning concerning EDI of major trade and industry companies. Based on these results Cap Gemini established a synopsis on the requirements needed for EDI projects. A tight timetable will ensure the realization of the first communication links in 1990.

TAIWAN ROC

ARTICLE NUMBERING CENTER OF R.O.C.
(«ANC of ROC»)
4th Floor, 10 Lin Sen South Road
TAIPEI
Tel. : 886.2.39.39.145
Fax : 886.2.39.13.171

Executive Staff :
LIN HUI, Secretary General

Newsletter : CAN News

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, 433 manufacturers and 91 distributors were members of the ARTICLE NUMBERING CENTER OF ROC. 191 stores were scanning of which 77 supermarkets and other self-service grocery stores, 33 department stores and 81 non-food speciality shops.

In January 1989, ANC of ROC organized CNS Barcode Promulgation Conferences in Taichung and Kaohsiung. Throughout the year several conferences were held : at the Taiwan Toy manufacturers Association, the Taiwan Brown Sugar Association, the Taiwan Frozen Seafood Industries Association, the Kao Hong Department Wholesale Co Ltd, the Taiwan Printing Industrial Association, the Far Eastern Textile Ltd and the Taiwan Association of Adhesive Tape Manufacturers. In June 1989, ANC of ROC participated in the automation

conference at the Homey Department Store. ANC also organized a meeting for the Taiwan Provincial Farmer's Association in order to build up a new image of agricultural processing products by means of barcoding.

In September, conferences on how to fill in basic data of commodity were held in Taipei, Taichung and Kaohsiung.

In November 1989, ANC of ROC and the National Central Library sponsored an ISBN seminar and a conference was held for the Employees Consumption Cooperation of the Municipal Government of Kaohsiung.

In December 1989, ANC of ROC prepared the setting up of a POS system equipment exhibition and educational training center in Taichung, Tainan and Kaohsiung.

5 guiding and promotional TV films were presented on Public Service Broadcast.

THAILAND

THAI PRODUCT NUMBERING ASSOCIATION LTD («TPNA»)
1695 Phaholyothin Road
Bangkhen
BANGKOK 10900
Tel. : 66.2.541.12.09
Fax : 66.2.541.16.27
Telex : 20181

Chairman :
Mr. Chatchai BOONYARAT, President FEDERATION OF THAI INDUSTRIES

Executive Staff :
SOMKIT PHAIRATPIBOON, Executive Director

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the THAI PRODUCT NUMBERING ASSOCIATION Ltd had 13 manufacturer members and 5 distributor members. Three department stores and one non-food speciality shop were scanning.

TURKEY

UNION OF CHAMBERS, OF COMMERCE, INDUSTRY, MARITIME TRADE AND COMMODITY EXCHANGES OF TURKEY («UCCET»)
Atatürk Bulvari 149
ANKARA
Tel. : 90.41.18.42.88
Fax : 90.41.18.32.68
Telex : 42343

President :
Mr. Ali COSKUN, President of the Union

Executive Staff :
OGUZ Naci Ural, General Secretary
YARAMAN Metin, Deputy General Secretary

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, 21 manufacturers were members of the National Article Numbering Center of UCCET. There are no scanning stores yet in Turkey.

During 1989, UCCET organized two seminars in Ankara and Istanbul to introduce the barcoding system, illustrated by practical applications. These seminars were attended by 300 representatives from manufacturers, trade companies and the pharmacy sector.

Studies have been undertaken by UCCET and the Ministry of Health and Social Security for the adoption of the EAN system on pharmaceutical products. The pharmaceutical sector is now preparing the implementation of the EAN system.

A booklet was published and circulated to member companies, explaining the principles of barcoding, the activities of UCCET, the terms of membership to the Center and the responsibilities of member companies and consulting companies.

UNITED KINGDOM AND IRELAND

- United Kingdom

ARTICLE NUMBER ASSOCIATION (UK) Ltd. («ANA-UK»)
6 Catherine Street
LONDON WC 2B 5JJ
Tel. : 44.1.836.2460
Fax : 44.1.240.8149
Telex : 299388

Chairman :
Mr. J. BERRY, Director THE BOOTS COMPANY

Executive Staff :
OSBORNE Andrew, Secretary General
CRONBACH Stephen, TRADACOMS Executive
EVANS Ruth, Technical Executive
PEARCE John, Administrative Executive

Newsletter : ANA NEWS

SYNOPSIS OF THE ACTIVITIES IN 1989

By the end of 1989, the ANA membership had grown to 7,054 of which 6,468 were manufacturers, 416 distributors and 170 other members. The source marking rate for groceries remained in excess of 98 % and source marking of general merchandise continued its rapid increase.

Around 4,000 stores were scanning EAN codes at the point of sale by the end of the year. These were split roughly forty-sixty between supermarkets and other types of retail.

The ANA's guidelines for retailers introducing scanning and price look up at the point of sale were revised and reissued following consultation with government agencies, consumer groups and the retailers themselves.

Nonetheless, the British press continued its immoderate attacks on point of sale scanning to which ANA responded by publicising the facts. The inherent accuracy of price look up and the benefits to consumers of information systems driven by scanning were emphasised.

The newspapers did, however, manage one positive action as some of the national dailies began source marking with EAN symbols. This was part of a general trend in the periodicals industry which saw more than three quarters of the volume of all magazines source coded by the end of the year.

The UK government published its «Vanguard» report on EDI standards which recommended that industry should adopt TRADACOMS or EDIFACT standards, but that no other standards should be developed. The Association forged yet closer links with SITPRO and the mechanisms for developing EDIFACT standards for UK needs were put in place.

At the same time ANA has reaffirmed its commitment to supporting and developing the TRADACOMS standards for UK use. The TRADACOMS manual was improved and expanded. It now covers eighteen file types.

The Association's Operating Manual on numbering and symbol marking was also revised. The specifications for supplementary codes were incorporated and some companies began preparations to implement these standards.

A new education pack for use by schools was launched and requests from over 5,000 schools were received. The new pack is designed to satisfy the new examination syllabus introduced to secondary schools.

The first ANA Opportunity for Efficiency award was presented during the year. This award is given to the company best able to demonstrate that they have used article numbering standards imaginatively to improve their business. The award is intended to stimulate the use of all aspects of article numbering in an integrated way and will be presented annually.

- Ireland

ARTICLE NUMBER ASSOCIATION OF IRELAND («ANAI»)
Confederation House
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Tel. : 353.1.779.801
Fax : 353.1.777.823
Telex : 93501

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

Executive Staff :
MC CABE Thomas, Secretary

SYNOPSIS OF THE ACTIVITIES IN 1989 : N.A.

URUGUAY

CENTRO URUGUAYO DE NUMERACION DE ARTICULOS («CUNA»)
Soriano 1503
11200 MONTEVIDEO
Tel. : 598.2.42138
Fax : 598.2.921715
Telex : 26345

President :
Mr. Juan A. MOSCA, Director of MOSCA Hnos S.A.

Executive Staff :
PEREZ BLANCO Jorge, Executive Director
VAZQUEZ Juan C., Technical Officer
ISRAEL Gustavo, Executive Administration

SYNOPSIS OF THE ACTIVITIES IN 1989

CUNA joined the International Article Numbering Association, EAN, from 1 July, 1989. By the end of the year, CUNA had 11 manufacturer and 2 other members. There are no scanning stores yet in Uruguay.

In March, CUNA organized a meeting at the Victoria Plaza Hotel in Montevideo to introduce the EAN system. This event was attended by many managers of industry and commerce. The guest speaker was Mr. L. CAÑAS, from CODIGO - Argentina.

CUNA published its first bulletin on the general applications and benefits of the EAN System.

A study for the identification of public documents, using barcode technology, was performed.

USSR

THE USSR CHAMBER OF COMMERCE AND INDUSTRY («USSR CCI»)
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President :
Mr. V.L. MALKEVICH

Executive Staff :
YEFREMOV V.I.
VOKHMIN V.F.
NASONOV G.K.

SYNOPSIS OF THE ACTIVITIES IN 1989

At the end of 1989, the USSR CHAMBER OF COMMERCE AND INDUSTRY had 3,862 manufacturer, 483 distributor and 1,778 other members. Two pilot stores were scanning.

Studies and preparations for the application of the EAN system in the domestic trade continued. The USSR CCI with a number of official bodies undertook the preliminary steps to start the symbol-marking of books. There is a growing interest in industrial application of the EAN system with some manufacturers who wish to use barcodes for production and inventory purposes.

The USSR CCI continued to inform its members about the EAN developments. The EAN video «EAN ODYSSEY» translated into Russian will be available in 1990.

VENEZUELA

ASOCIACION PARA LA CODIFICACION INTERNACIONAL DE PRODUCTOS EN VENEZUELA («CIP»)
c/o As. Nac. de Supermercados y Afines
Av. Diego Cisneros con calle Bernardette
Centro Empresarial Los Ruices
1er Piso, Ofc. 116, Los Ruices
CARACAS
Tel. : 58.2.751.48.57
Fax : 58.2.751.82.56
Telex : 23167

President :
Mr. L. FIÑOL, Adj. General Manager CASA PARIS

Executive Staff :
BEHRENS Morella, Vice-President
MEJIA José Luis, General Manager

SYNOPSIS OF ACTIVITIES IN 1989

At the end of 1989, CIP had 26 manufacturer, 4 distributor and 6 other members. Seven stores were scanning of which 2 supermarkets and other self-service grocery stores and 5 department stores.

In October, CIP participated in the «III Salon del Empaque» and met different companies from the graphic sector.

At the end of 1989, CIP had its first contact with the «Camara Venezolana de la Industria Farmaceutica» (CIFAVE). They showed interest in the EAN system as the Social Security in Venezuela required all pharmaceutical products to be barcoded. The final decision, as to the system which will be adopted, has not been taken yet.

The magazine of «CAVIDEA», the organization representing the food and drink sector, published an article on the EAN barcode system.

One of the CIP members published a magazine called «Data Capture News» in which reference was made to barcodes and the important role of CIP in the Venezuelan trade and industry.

At its General Assembly, CIP decided to organize a Latin American seminar on barcoding in 1990. All Latin American countries will be invited to promote the EAN system to all sectors.

YUGOSLAVIA

YUGOSLAV ARTICLE NUMBERING ASSOCIATION («JANA»)
c/o Privredna Komora Jugoslavije
Terazije 23
11000 BEOGRAD
Tel. : 38.11.339.461
Fax : 38.11.631.928
Telex : 11638 - 12423

President :
Mr. Z. DRAGOVIC, Chamber of Economy of SR Montenegro

Executive Staff :
MITIC Bozidar, Secretary

SYNOPSIS OF THE ACTIVITIES IN 1989

By the end of 1989, the YUGOSLAV ARTICLE NUMBERING ASSOCIATION had 837 manufacturers, 42 distributors and 23 other members. 15 supermarkets, 42 department stores and 3 non-food speciality shops were scanning. The symbol-marking rate increased to 70 % on grocery items.

In 1989, 6 new stores were equipped with 36 scanning check-outs whereas 40 new POS were installed in the stores already equipped. 5 important companies have completed their preparatory works to equip 60 new stores and 5 warehouses with EAN POS terminals during 1990.

The major activities of JANA were devoted to the introduction and the development of the EDIFACT - EANCOM system in Yugoslavia. JANA organized 5 meetings and created a special commission for «EDIFACT-EANCOM». Several major companies undertook preparatory works and trained their executives enabling them to exchange information with foreign companies on the EDIFACT-EANCOM basis.

JANA advised the pharmaceutical sector on the choice of a unique barcoding system.

The Federation of Engineers and Technicians created a training center for executives from different professions to introduce and promote the EAN, EPOS and EDIFACT-EANCOM systems in Yugoslavia.

JANA held two committee meetings and six technical committees throughout the year.

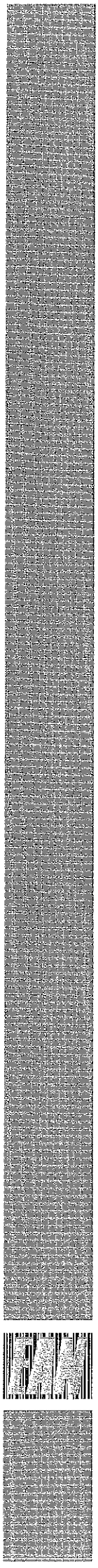
EAN STATISTICS AS OF 31 DECEMBER 1989

A. MEMBERS AND ALLOCATED COMPANY IDENTIFICATION NUMBERS

Numbering Organisation (Country)	Number of members			Numbers allocated	
	Manu-facturers	Distri-butors	Others	To manu-facturers	To distri-butors
ABAC (Brazil)	331	73	106	288	21
AECOC (Spain)	4,948	184	106	4,948	184
AMECOP (Mexico)	158	22	28	158	4
ANA (UK)	6,458	416	170	10,212	
ANA OF IRELAND (Ireland)					
ANC OF ROC (Taiwan)	433	91	-	433	91
APC (Peru)	18	22	8	13	-
APNA (Australia)	3,968	240	79	3,818	240
CCC OF FINLAND (Finland)	ORGANIZATIONS ONLY			1,082	
CCCI (Czechoslovakia)		1,067		145	6
CCG (Germany, Fed. Rep. of)	9,474	3,588	-	474	3,588
CIP (Venezuela)	26	4	6	26	4
CNC-DEPCO (Chile)	12	-	1	12	
CODIGO (Argentina)	1,320	13	13	1,320	1
CODIPOR (Portugal)	681	43	65	706	43
CUNA (Uruguay)	11	-	2	11	
CYPRUS CCI (Cyprus)	144	5	-	134	3
DCC (Japan)	31,096	12,296	-	31,096	12,296
DVA (Denmark)	ORGANIZATIONS ONLY			1,700	
EAN-AUSTRIA (Austria)	1,778	223	173	3,236	
GENCOD (France)	10,900	480	-	21,250	1,250
HCC (Hungary)	490	3	-	490	3
HELLCAN (Greece)	210	-	1		
HKANA (Hong Kong)	80	2	8	80	2
IAC (Colombia)	28	12	11	28	12
ICA (Israel)	800	20	-	1,550	1,130
ICELAND EAN CMT (Iceland)	120	12	-	131	12
ICODIF (Belgium)	1,273	95	-	1,273	95
ICODIF (GD of Luxemburg)	30	5	-	30	5
INDICOD (Italy)	9,359	38	197	9,764	
JANA (Yugoslavia)	837	42	23	837	48
KDCC (South-Korea)	85	8	25	85	8
KFA (German Dem. Rep.)	1,298	60	33	188	-
MANC (Malaysia)	95	-	1	93	-
NORSK VAREK. FOR. (Norway)	ORGANIZATIONS ONLY			1,507	
NZPNA (New Zealand)	1,581	366	53	1,862	198
PNGPNA (Papua New Guinea)	NA	NA	NA	NA	NA
SAANA (South Africa)	2,126	44	104	2,126	44
SACV (Switzerland)	809	256	82	894	262
SANC (Singapore)	155	8	-	155	8
STICHTING UAC (Netherl.)	831	388	259	827	356
SWEDISH EAN CMT (Sweden)	ORGANIZATIONS ONLY			1,777	
THAI PNA (Thailand)	13	5	-	13	5
UCCZT (Turkey)	21	-	-	21	-
USSR CCI (USSR)	3,862	483	1,778	-	-
			TOTAL :	124,712	

B. EAN SCANNING STORES

NUMBER OF SCANNING STORES PER COUNTRY

COUNTRY	SUPERMARKETS & OTHER SELF SERVICE GROCERY STORES	DEPARTMENT STORES	GENERAL MERCHANDISE STORES & PHARMACIES	TOTAL NUMBER OF SCANNING STORES
JAPAN	-	-	-	100,000 (*)
FRANCE	2,975	118	1,555	4,648
U.K.	1,678	1	2,320	3,999
ITALY	-	-	-	3,600
GERMANY, FED. REPUBLIC	-	-	-	3,434
SWEDEN	1,400	25	300	1,725
AUSTRALIA	1,560	80	25	1,665
SPAIN				1,603
FINLAND	1,115	137	58	1,310
NORWAY	716	31	389	1,136
DENMARK	883	1	177	1,061
BELGIUM	779	-	84	863
THE NETHERLANDS	600	-	200	800
SWITZERLAND	175	8	392	575
AUSTRIA	-	-	-	552
NEW ZEALAND	328	1	157	486
PORTUGAL	15	5	200	220
TAIWAN	77	33	81	191
SOUTH AFRICA	91	-	35	126
MEXICO	6	21	39	66
YUGOSLAVIA	15	42	3	62
ARGENTINA	58	-	4	62
ISRAEL	39	2	-	41
SOUTH-KOREA	2	20	3	25
ICELAND	18	-	2	20
HUNGARY	9	2	7	18
VENEZUELA	2	5	-	7
SINGAPORE	1	2	3	6
CYPRUS	5	-	-	5
PERU	4	-	-	4
THAILAND	-	3	1	4
MALAYSIA	3	-	-	3
GERMAN DEM. REPUBLIC	-	2	1	3
CHILE	3	-	-	3
USSR	-	2	-	2
BRAZIL	2	-	-	2
CZECHOSLOVAKIA	-	1	-	1
COLOMBIA	-	-	-	-
GREECE	-			
HONG KONG	-	-	-	-
TURKE	-	-	-	-
IRELAND				
G.D. OF LUXEMBURG				
PAPUA NEW GUINEA	NA	NA	NA	NA
URUGUAY	NA	NA	NA	NA
			TOTAL :	128,328

(*) Estimate