

Remove the risk of unreadable barcodes for less than £3 per day

The importance of readable barcodes in product identification and supply chain solutions



Barcodes have for many years been key to ensure successful product identification and supply chain solutions. As the image above shows a variety of material & product identification and shipping labels with printed barcodes will be used by numerous applications, each being vital to ensure the accuracy and efficiency expected by automatic identification solutions and processes.

Now imagine the impact and consequences to all these solutions if the barcodes used at the various stages of the supply chain are not readable by production, warehouse, 3rd party logistics and point of sale/use solutions?

The consequences of unreadable barcodes have led to minimum print quality, compliance or regulation standards to be introduced in the retail, pharmaceutical and medical device industries, and more will follow.

Consequences of unreadable barcodes

- Manual data entry errors
- Lost or delayed items
- Material waste
- Additional labour
- Lost production time
- Compliance fines
- Product recalls

How does your printer guarantee labels printed for your product identification and shipping applications contain readable barcodes?

Business users have for many years purchased desktop thermal label printers and print engines to print labels with barcodes, yet almost every printer supplied is effectively designed to fail barcode applications.

None of these printers can confirm a readable barcode has been printed, therefore they are equally unable to alert you when an unreadable barcode has been printed.

Causes of unreadable barcodes

- Damaged or worn out printheads
- Ribbon wrinkle
- Media mismatch
- Mis-aligned media
- Incorrect printer settings
- Unmaintained printers

It's only a matter of time before your legacy printer will fail your barcode label applications

Examples of good and bad barcode labels and causes of the errors



Good but not 100% of the time

Printhead "Bad dot" error

Ribbon wrinkle

Faded print

Misaligned print

< Probable causes >

- New or good condition printer
- Correct media
- Correct printer settings
- Regular printhead and platen roller cleaning
- Worn out or damaged printhead from over use, wrong printer settings, or abrasive media
- Incorrect media
- Incorrect printer settings (such as heat or pressure to high)
- Printer wear and tear
- Incorrect media
- Incorrect printer settings (such as heat or pressure to low)
- Printer wear and tear
- Calibration error
- Incorrect media alignment or placement in printer by user
- Printer wear and tear

The cost of unreadable barcodes can cost your business thousands per year in lost/delayed products, lost productivity, product recalls, customer fines, lost customers and more....

Learn how to overcome barcode printing failures

Printronix T6000 & ODV



Prints & Validates 1D "picket fence" Barcodes including partial label overprint and label reprint, **also supports and combines UHF RFID label validation**

Printronix T8000 & ODV



Prints & Validates 1D "picket fence" Barcodes including full label overprint & label reprint

Printronix T8000 & ODV 2D



Prints & Validates up to 50 1D & 2D Barcodes in any orientation including full label overprint & label reprint

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