Allows beverage cases to be scanned directly from the cart without manipulation
and on the shelf while stocking, identifying, and during inventory
by placing a barcode on each side and on the ends of the carton.
No lifting, no rotating, faster checkout, recognition and better ergonomics for customers and associates.
The Retail Grocery Store industry has been encouraging producers and packagers
to improve Barcode visibility for years with very little success.
is uniquely positioned
to introduce this simple improvement to the entire grocery store industry.

Already Leading By Example

beverages has already begun to add additional Barcodes on Several Brands
On the 4 sides of the package.

The Initiative just helps accelerate the completion
by also putting the Barcodes on the end of the carton
for easier scanning from the cart.