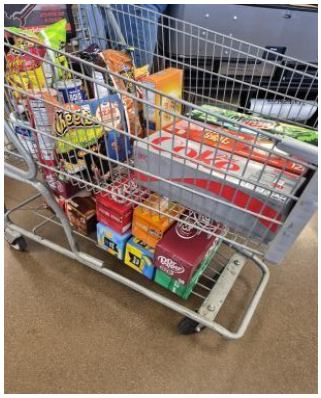

UPC Printing Initiative

A Courtesy for Faster, Easier, Safer Checkout
Employee-Originated
Innovation – King Soopers
Cottonwood, Parker, Colorado

Submitted by: Scott Coffman – Team Leader / Store Manager
Wilson Ellis – Courtesy Clerk

Executive Overview

Place identical EZ CartScan UPC barcodes on multiple sides of bulky grocery packaging—especially beverage multipacks—during normal packaging reprint cycles to reduce lifting, bending, and scan delays at checkout and inventory.

The Operational Challenge

- Associates bend, lift, rotate, or flip heavy items to locate a barcode.
- Customers struggle to scan items positioned on lower cart racks.
- Heavy products are passed to the counter, increasing strain and delay.
- Repeated scan attempts slow checkout flow during peak hours.
- For seniors, mobility-limited customers, and front-line associates,

This represents a genuine ease-of-use, safety, and comfort concern.

The Courtesy-Based Solution

When packaging is already scheduled for reprint, manufacturers may optionally add duplicate, identical UPC barcodes on additional accessible sides of the package—without changing UPC numbers, POS systems, or standards. Existing scanners already read UPCs from any orientation.