



Concept Summary

EZ CartScan is a packaging layout improvement that places the same UPC barcode in multiple orientations on product packaging so it can be scanned from any direction during checkout. Employee generated concept by a semi-retired courtesy clerk at King Soopers.

Operational Problem

In grocery stores, cashiers frequently rotate products to locate the barcode. This repositioning slows checkout rhythm and reduces Items-Per-Minute (IPM), which can create longer lines and customer frustration.

Proposed Improvement

Place the same GS1-compliant barcode in two or more orientations on packaging panels (for example on beverage cartons). This increases barcode visibility without changing the product code.

Example Category

The Beverage Industry represents an ideal high-volume example because cartons are frequently placed sideways in carts and are often rotated by cashiers to locate the UPC.

Potential Operational Benefits

- Faster checkout scanning
- Improved cashier Items-Per-Minute (IPM)
- Reduced physical stress and product handling by cashiers and customers
- Improved checkout flow and customer experience

Strategic Positioning Opportunity

Your Company could help position this packaging improvement as a checkout efficiency innovation within the grocery industry, potentially demonstrating the concept through existing private-label products.

1. Cashiers frequently rotate packages to find the barcode.
 2. That small delay happens tens of thousands of times per day.
 3. EZ CartScan simply prints the same UPC in multiple orientations.
 4. The scanner can then read the product instantly from any direction.
 5. The result is smoother checkout flow and better customer experience.
- 2. And over a million hours of inconvenience converted into convenience efficiency.**
- **And it strictly voluntary no mandate**
 - **The bar codes would simply be added during the next printing revision**
 - **Virtually no additional expense**