

2D



OR NOT 2D . . .

All of the data you are reading in this paragraph, plus an additional 500 characters can be converted to the 2D Matrix Code show to the left.

Mfgr Date:	8/30/99
Department:	Production
Product ID#:	123456
Batch #:	654321
Exp date:	None
Serial #:	ABC123

2D Bar Code is a generic term usually used to refer to larger capacity bar codes. 2D bar codes are able to sustain considerable damage and still maintain readability. Over a thousand alphanumeric characters can be placed in a symbol the size of 2 x 2 1/2 mm. The main advantage is that it uses sophisticated error correction algorithms to keep 100 percent of the data intact, even when half the symbol is damaged.

One of the uses is for labeling small items and other small space applications. Parts tracking applications are becoming the most popular application for 2D bar codes. Chip manufacturers are looking for 2D symbols to deter theft among other things. High-speed over the belt scanners and 2D symbols are most suitable for these applications.

One additional benefit is that these 2D symbols can be scanned without having to be in strict orientation. Bar code readers now have the capability to read 2D bar codes in any orientation, when in cases it may be difficult to maintain a particular horizontal or vertical position.

Currently, the options for coding PC boards have been labels or ink jet marking; both which can be damaged during the manufacturing process and general handling. Laser markers actually permanently etch the surface, where chemicals, handling and processing cannot disturb the lasered markings.

This is a definite advantage to processing with lasers as a whole. There are no supplies to be inventoried, inks to keep or printers to maintain. Lasers have come a long way since their inception in 1960, becoming more user-friendly and allowing for a wider range of performance. Lasers now can be as small as a grain of salt or as large as a storage building.

It's important to stay up with technology by making investments in your people and equipment, and knowing the broader market. Be prepared to adapt to change because change is constant. The ability to persevere within your industry will be the true measurement of success.

Production processing is becoming more and more demanding and the need to efficiently code products is becoming more and more of a challenge. In order to sustain your company in a global marketplace, it is critical to make use of JIT performance equipment.

"In today's industry it's the service you can provide that retains clientele, and makes a company stand out above the rest."

*Written By:
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