



A Baumer Company

Retrofit/Installation-Kit for 2D code printing & inspection in Food/Retail



2D code can then contain

- Expiry date
- Batch number
- Serial number if needed
- Link to product specific dynamic web-page (Digital Link)
- And much more...



GS1 IDs
Supply chain, logistics and retail

Product information for consumers

Manufacturer information

Marketing campaign



GS1 Digital Link

- GS1 IDs for supply chain and retail information
- Product information for consumers
- Manufacturer information
- Marketing information
- and much more



BENEFITS FOR ALL MARKET PARTICIPANTS

PRODUCER

- Counterfeit protection
- Smaller code
- Improved recall management
- Promotional campaigns
- Transparent supply chain
- Impedes parallel imports

RETAIL

- Inventory accuracy
- Visible availability
- Ensure shelf life
- Reduce waste
- Promotional campaigns
- Transparent supply chain
- Automatic price reduction for soon to expire products

CONSUMER

- Access to information
- Product authentication
- Interaction with producers
- Traceability
- Promotional campaigns
- Transparent supply chain

Are you not sure...

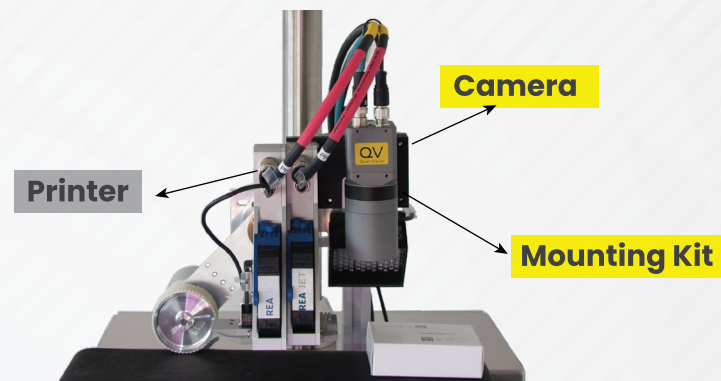
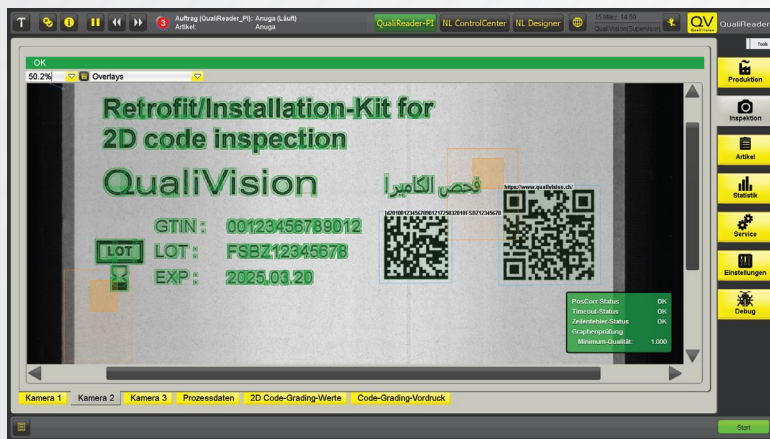
- ... **how to** move from 1D pre-printed codes to **2D inline printed** codes?
- ... whether you need a **camera or code reader or nothing at all** after the printer to ensure the code was printed appropriately?
- ...how to do the integration between printer, camera and rejection unit?
- ... whether you should print a **QR-code or a Data Matrix code**? With or without Digitallink?

Are you looking for...

- ... a solution which ensures the print quality, both **human readable and scannable** at the POS?
- ... a proven software solution which is **future proof** and can also handle **serialization** and aggregation if needed?
- ... a solution which can **accommodate your existing printer devices** and is easily integrated?
- ... a solution partner who can customize the software to fit into your software ecosystem (**MES, ERP, Level-3 system,....**)?

OUR VALUE PROPOSITION

- No hassle with camera, printer, interfaces
- Ready for 2D DataMatrix code, QR code, Digital Link,...
- Proven Level3 interface (used by 100 + Level3 software solutions)
- Proven software, running in 4000 + installations in Pharma, Medtech, Food
- Future proof (serialization, new printers,...)
- Re-usage of existing printers depends on brand and model
- Customization of reporting, horizontal and vertical integration, and more, according to your needs and wishes
- Swiss Made software, fully developed in-house

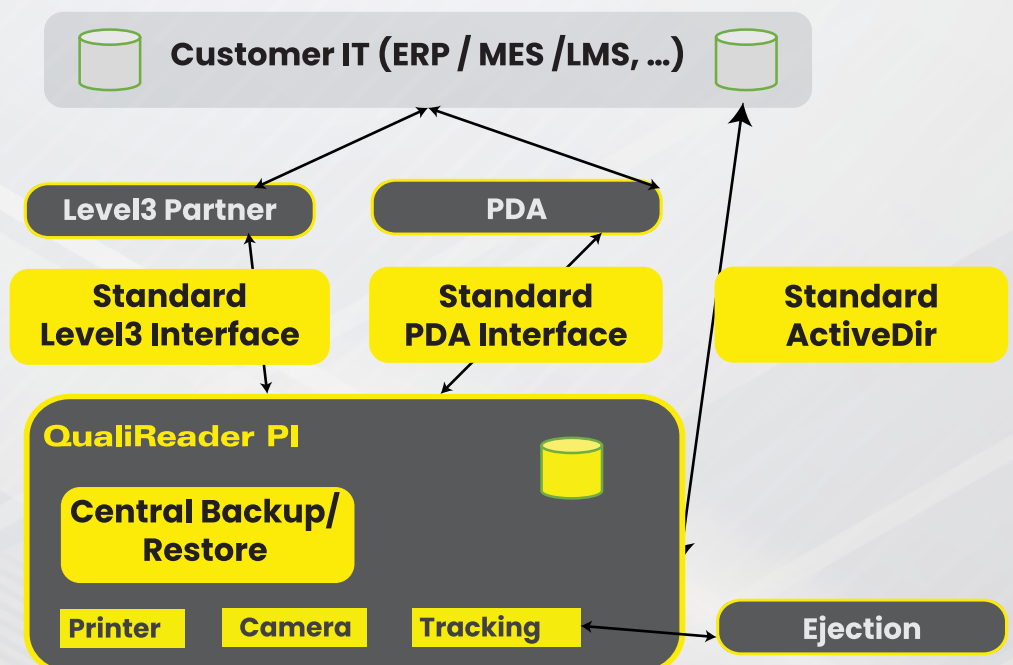


Our proven interfaces – Enabling a quick and smooth integration in your IT ecosystem

Production Planning

Data preparation and distribution (connectivity)

Production



Digital Reference – Enabling the simplest possible user-experience and set-up process



QualiReader PI – centrepiece of labelling and inspection

Digital Reference

- Print templates (pdf, etc) with codes, variable data, symbols, various fonts/texts
- Other print templates are camera images or direct layout creation in QualiReader PI

Simultaneous teach-in of printer and camera

QualiReader PI processes the digital print template

1. Step:

- An article is created once
- Automatic setup of printer and camera

2. Step:

- Order is selected and started
- Data output to print system

Automated configuration of image processing for full area and dot-by-dot inspection



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