

2D Codes: Mehr Fleisch, weniger Fehler!

"Der GS1 DataMatrix speichert im Grunde die gleichen Informationen wie der GS1-128- Strichcode – nur dass er noch viele zusa?tzliche Vorteile bietet", erkla?rt Martin Sednik, Senior Department Manager Master Data & Data & Metro.



Äußere Einflüsse wie Kälte, Feuchtigkeit, unebene Fla?chen oder Platzmangel machen Strichcodes auf Fleischartikeln ha?ufig unleserlich. © Beigestellt

6]]]]Yd° žXUgʻa UWXhgʻ]a ʻBcfa UʻZU```a]h'bU\Yni
\i bXYfhdfcnYbh][YfʻK U\fgWXY]b`]WX_Y]hžʻk YbbʻY]bʻGhf]WX WcXY
i VYfʻX]YʻGWUbbYf_UggUʻ[Ync[Ybʻk]fX"*8YbbcWX`[]VhʻYgʻj cbʻNY]h
ni ʻNY]hʻUVYfʻUi WXʻY]bʻdUUfʻ GdYn]UʻZU``Y žVY]ʻXYbYbʻYgʻdʻchn`]WX
b]WXhʻZi b_h]cb]Yfhʻi bXʻX]Yʻ? UggYba]hUfVY]hYfʻX]Yʻ; H=Bʻfl `cVU`
HfUXYʻ=lYa ʻBi a VYfʻ ʻX]YʻBi a a Yfʻi bhYfʻXYbʻGhf]WXYbŁʻa Ubi Y``
Y]b[YVYbʻa i ggYb"ʻ6Y]ʻX]YgYbʻgY`hYbYbʻ: U``Ybʻ\UbXY`hʻYgʻg]WX
\Ui Z][ʻi a ʻDfcXi _hYʻUi gʻXYa ʻ6YfY]WXʻ: f]gWXYʻi bXʻI `hfUZf]gWXY
k]YʻYhk Uʻ: `Y]gWXžʻC Vghʻi bXʻ; Ya i gY"ʻ5i »YfYʻ9]bZi ggYʻk]Yʻ?U`hYž
: Yi WXh][_Y]hžʻi bYVYbYʻ: `UWXYbʻcXYfʻD`Uhna Ub[Y``k YfXYbʻVY]ʻXYf
@YgVUf_Y]hXYfʻDfcXi _hYh]_YʻYb`\]Yf'ni fʻYWXhYbʻ< YfUi gZcfXYfi b["

G]b_YbXY:Y\`YfeichYžaY\f`NY]h

; YbUi 'X]YgYf'\Uh'g]W\ 'A 9HF C 'C ghYffY]W\ ']a 'j Yf[Ub[YbYb'\]\f
Ub[Ybca a Yb" K Ufi a ž'Yf_`Ufh'A Ufh]b 'GYXb]_ž'GYb]cf'8YdUfha Ybh
A UbU[Yf'A UghYf'8UhU / 'GdUW' 'A UbU[Ya Ybh'VY]'A 9HF C.
?i bXYbni Zf]YXYb\Y]h'ghY\h'Z f'i bg'Ub 'cVYfghYf'GhY``Y" I a
K UfhYnY]hYb 'Ub 'XYb '? UggYb 'ni 'j Yfa Y]XYbž'k Uf'Yg'i bg'Y]b
5b`]Y[Ybž'X]Y '@YgVUf_Y]h'i bX'9ZZn]Ybn'XYf'DfcXi _hYh]_YhhYb'ni
j YfVYggYfb" '8]Y '@cgi b[..8]Y '9]bZ \fi b['XYg'&8!7cXYg'; G%
8 UhUA Uhf]I 'VY]'YVYb 'YbYb'gYbg]V`Yb'DfcXi _h[fi ddYb'Ui g'XYa
: f]gWXY! i bX'I `hfUZf]gWXYVYfY]WX" '9]b YWXhYf'; Ua YWXUb[Yf ž'k]Y
A Ufh]b 'GYXb]_ 'VYfY]hq'bUWX '_i fnYf'NY]h'VYqhUh][Yb'_Ubb"

8 Y f '; G% '8 U h U A U h f] l 'g d Y] W Y f h '] a '; f i b X Y 'X] Y '[`Y] W Y b ±bZcfa Uh]cbYb'k]Y'XYf'; G%! %&, !'Ghf]W\WcXY' 'bif'XUgg'Yf'bcW\ [Y'Y'] in [Y'Y8 UhYb 'Ui Z'k Yb][Yf'F Ui a ž'g]Y '_cbbYb 'gWkbY``Yf'i bX 'ni j Yf`Ugg][Yf [Y`YgYb'k YfXYb" GW\bY``YfY'GWUbjcf[Ub[Y'cdh]a]YfYb'XYb 7\YW_ci h!DfcnYgg"'9g'_ca a h'ni '_i fnYfYb'K UfhYgW\`Ub[Yb'i bX k Yb][Yf 9]b_Ui ZqUVVfi WXYb ž gc GYXb]_" GWUbg g]bX bi b Ub XYf ? UggY dfcV `Ya `cqi bX fUqW\ ``YqVUf" GWXcb'U``Y]b'k Ybb'XUg'; `UhhqhfY]WXYb'XYg'9h]_Yhhq'Ub'XYf'?UggY k Y [ZU``hž']gh'XUg']b'Gi a a Y' [YgY\Yb'Y]b'k YgYbh`]W\Yf'nY]h`]W\Yf JcfhY]`" '5`g'YVYbgc'k YgYbh`]W\Yb'JcfhY]`'Yfk U\bh'A Ufh]b'GYXb]_ Ui WX bcWX XYb D`UhnVYXUfZ > x'_`Y]bYf XUg DfcXi _h']ghž XYghc]bhYfYggUbhYf'k]fX'Ui W\'Y]b'_`Y]bYfYf'7cXY"'8Ua]h'V`Y]Vh'a Y\f D`Uhn`Zi fq`A Uf_Yh]b[ž'k Ug`Ui W\`]a `\=bhYfYggY`XYg`?i bXYb`gY]b a i gghY"

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8]Y [UbnY @]YZYf_YhhY a]hXYb_Yb

6]g'ni a 'YfghYb'9]bgUhn'XYg'; G%'8 UhUA Uhf]l 'Ua 'DCG'Y]ghYhY A 9HFC'CghYffY]W\'a]h'XYf'l bhYfghi hni b['XYf GhUbXUfX]q]Yfi b[gcf[Ub]gUh]cb'; G%'5i ghf]U'YXY'A Yb[Y JcfUfVY]h"8UVY]gYhnhYa Ub'Ui Z'XfY]k YgYbh`]WkY'GUi `Yb.
@]YZYfUbhYbž'?UggYbdYfgcbU`i bX'<UfXk UfY"8Yf'Di b_h
<UfXk UfY 'ghY``hY'g]Wk'U`g'fY`Uh]j 'dfcV`Ya `cg'\YfUi g"
H]gWkgWUbbYfž'<UbXgWUbbYfž'A 89!; YfUhY'i bX'a DCG!?UggYbkifXYb'gWkcb']b'XYb'j Yf[Ub[YbYb'**\hy\fYb'Ui Z'XYb'bYi YghYbGhUbX'[YVfUWkh"

8]Y fYgh`]W Y '9bYf[]Y 'i bX '5fVY]hg`Y]ghi b['ZcggYb']b 'X]Y 'i Vf][Yb nk Y] 'Di b_hY. '9g'[U`hž'X]Y '@|YZYfUbhYb'i bX 'XUg'? UggYbdYfgcbU`']bg 6cch'ni '\c'Yb"'5`g'VYgcbXYfg'k YgYbh`]W. 'YfUW.hYh`GYXb]_'\]Yfž XUgg'X]Y 'hYW.b]gW.Yb '5bZcfXYfi b[Yb'i VYf'X]Y [Ubn'@|YZYf_YhhY\]bk Y['VYfi W_g]W.h][h'k YfXYb"'9g']gh'ZY]bž'k Ybb 'Yg'X]Y '? UggY 'Ua DC G''YgYb'_Ubbž'UVYf'XUnk]gW.Yb'[]Vh'Yg'bcW.'@c[]gh]_'i bX @U[Yf"'8U'\UVYb'k]f'Ui W.'gW.cb'i bgYfY'9fZU\fi b[Ybž'XUgg'X]Y K UfY'ni a 'Gh]``ghUbX'[Y_ca a Yb']ghž'k Y]``bi f'%8'[Y`YgYb'k YfXYb_cbbhY"'A Ub'a i gg'XU\Yf']a a Yf'X]Y'[UbnY'?YhhYa]hXYb_Yb'' Ni a 'Yhn][Yb'NY]hdi b_h'g]bX'VY]`A 9HF C'fi bX'(\$'V]g') \$'DfcnYbh XYf': 'Y]gW.Ufh]_Y`a]h; G%'8 UhUA Uhf]l'j YfgY\Yb'' A Ufh]b'GYXb]_'k i bgW.h'g]W.'\]Yf'_i bZh][' Y]bY'bcW.'[fc*YfY 8 i fW.Xf]b[i b[ži a 'Ui W.'X]Y'fYgh']W.Yb''%²+ DfcnYbh'ZY\`Yf\UZhYb HfUbgU_h]cbYb'Ub'XYb'? UggYb'ni 'j Yfa Y]XYb''8]Y'%\$\$'i 'g]bX'ni a ; fY]ZYb'bU\'

&8!7cXYg'X]Y'Ni_i bZh'XYf'Ghf]W\ WcXYg3

9[U`žcV'?cbgi a YbhYbž'9]bnY`\UbXY``cXYf'6Y\cfXYb.'8Ug

\$\delta hYfYggY'Ub'DfcXi _h]bZcfa Uh]cbYb'Ybh`Ub['XYf'[YgUa hYb

@\YZYf_YhhY'ghY][h"') \$'\d\fY'`Ub['\Uh'g]\W\'XYf'_`Ugg]g\W\Y'95B!

7cXY'VYk U\fh"'\han\formall hn\formall bhYfghi hni b["'

k k k "[g\formall uh\dagge\X!\wcXYg

; G%8UhUaUhf]IUiZ<UbXY`gY]bYb

8]Y'k]Wkh][ghYb' \pm bZcfa Uh]cbYb'ni f'5i gnY]Wkbi b['j cb'Y[U`]g]YfhYb i bX'j Uf]UV`Yb'5fh]_Y`b'a]h'; G%'8UhUA Uhf]I']a': A 7; !6YfY]Wk Z]bXYb'G]Y']b'Y]bYf'nk Y]gY]h][Yb'?i fn]bZcfa Uh]cb'\]Yf



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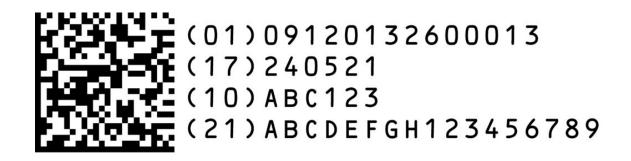


95B!%' !Ghf]WX WcXY

- ?Ubb`bif`Y]bY`%' !ghY``][Y`BiaaYf`n"`6"; H-B`fl `cVU` HfUXY`≠Ya`BiaVYfŁ'jYfgW\`iggY`b
- Jcb 'YXYf'GWUbbYf_UggY 'YgVUf
- K Y`hk Y]h'Y]bXYi h]['j YfghUbX`]W\'i bX']bhYfcdYfUVY`

; G%'8 UhUA Uhf]I

- BYVYb'XYf'; G%!5fh]_Y`bi a a Yf'fl H\B\E'_cbbYb'Ui W\
 \div Zcfa Uh]cbYb'k]Y'XUg'J YfZU``gXUhi a ž'7\Uf[Yb!'i bX
 GYf]Ybbi a a Yf'j YfgW\`i ggY`h'k YfXYb
- FcVighYf'ibX'`Y]W\hYf'`YgVUf
- 6Ybch][h'bi f'Y]b'8f]hhY`'XYg'D`UhnYg'Y]bYg'`]bYUfYb
 Ghf]W\WcXYg'i bX'_Ubb'XU\Yf'Ui W\'Ui Z'_`Y]bghYa 'FUi a
 X]fY_h'Ui Zg'DfcXi _h'[YXfi W_h'k YfXYb'fh"'6"'VY]
 a YX]n]b]gW\Yb'DfcXi _hYbŁ



8 Ug _ `Y]b Y '6 Uf Wc X Y '%3 %

I a 'Yg'XYb'@|YZYfUbhYb'`Y]WXhYf'ni 'a UWXYbž'Ybhk UfZ'A 9HFC [Ya Y]bgUa 'a]h'; G%'5i ghf]U' 8 Ug'_`Y]bY'6UfWcXY!%³ %'a]h'; G% Y]bYb'@Y]hZUXYb'Zi f'@|YZYfUbhYb'ni f'DfcXi _hUi gnY]WXbi b['i bX Ghf]WXWcXYei U`]hUh"

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