

## ◆ NEWSLETTER ◆

### What is a Barcode

Unlocking the Barcode Maze of 1D vs 2D barcodes and which application is best for you.

### Product of the month:

## ScanSku T Series Scanner

PG3



### Did you know that we have a Barcode Count App?

THIS APP CAN BE USED AS A STAND ALONE APP ON A DEVICE TO SCAN INVENTORY BARCODES FOR

- Stock Takes
- Stock Counts
- Purchase Orders

“ Scan, Track, Thrive: Simplifying Inventory with Barcodes!” ”

# 1D vs 2D Barcodes

Linear (1D) codes tend to be used in scenarios where the associated data is prone to changing frequently (i.e., pricing or the contents of a container). 2D barcodes are used where there may not be database connectivity, where space is limited, and where larger amounts of data are required

## Advantages of 2D Barcodes



- **Higher Data Capacity:** Unlike 1D barcodes, which store limited information, 2D barcodes can hold up to several thousand characters, including text, URLs, and even small images.
- **Error Correction:** 2D barcodes include error correction, making them readable even if partially damaged or obscured.
- **Versatility:** They can encode various data types, from product details to marketing campaigns.
- **Speed and Accuracy:** Their vertical and horizontal structure enables efficient scanning, enhancing processes like warehouse management.
- **Compact Design:** 2D barcodes pack more data into a smaller space, ideal for labeling small items or products with limited labeling space.

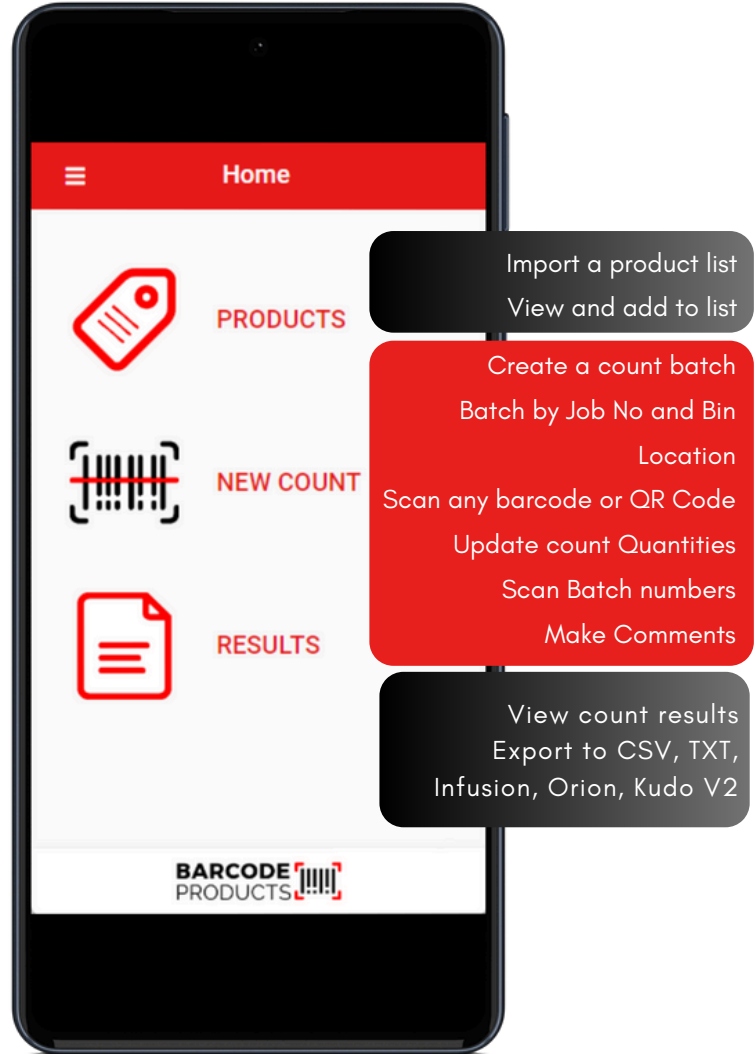


# Get In Touch

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# Barcode Count App



Barcodes play a crucial role in enhancing inventory management. Here's how they benefit businesses:

1. **Accuracy:** Barcodes eliminate manual data entry, reducing the risk of human errors. Scanning barcodes ensures precise product information capture.
2. **Efficiency:** Scanners quickly read barcodes, replacing manual keying. This efficiency speeds up processes, whether at checkout stations or during inventory tracking.
3. **Visibility:** Accurate barcode data provides visibility into stock levels, helping retailers optimize inventory, reduce carrying costs, and maximize profitability.