

CodeMARK has been specifically developed for bar-code applications. For ease of application and handling barcode labels are most often supplied in gang format, but can also be supplied a heavier gauges with mounting holes punched. From Bee-hives to Warehouse floors, we've solved the most demanding applications.

Barcodes have become an essential part of modern civilization. Their use is widespread, and the technology behind the barcodes is constantly improving. Barcodes can be read by optical scanners or QR codes can be read by capable smartphones. Some applications include:

Mass Merchandising ■ Retail Chain Membership Cards ■ Tracking of an item of movement (Airline luggage / mail / parcels) ■ Hyperlink to a web page



MetalPhoto DieCut



Double Sided Membership Tag



AliChroma Inspection Plate



MetalPhoto QR Code

■ www.metalimage.co.nz ■ Phone 0800 935 2235 ■

Barcode Symbolologies

A barcode is an optical machine-readable representation of data. Originally, barcodes represented data in the widths (lines) and the spacing of parallel lines, and may be referred to as linear or 1D (1dimensional) barcodes or symbolologies. There is a large variety of 2D symbolologies. The most common are matrix codes, which feature square or dot-shaped modules arranged on a grid pattern.

Code 128 is a very high-density barcode symbology. It is used for alphanumeric or numeric-only barcodes. For the end user, Code 128 barcodes may be generated by either an outside application to create an image of the barcode, or by a font based barcode solution.

Code 039 is a barcode symbology that can encode uppercase letters (A through Z), digits (0 through 9) and a handful of special characters like the \$ sign. A drawback of Code 39 is its low data density: It requires more space to encode data in Code 39 than, for example, in Code 128. This means that very small goods cannot be labeled with a Code 39 based barcode. However, Code 39 is still widely used and can be decoded with virtually any barcode reader.

PDF 417 is a stacked linear bar code symbol used in a variety of applications, primarily transport, identification cards, and inventory management. PDF417 symbols can link to other symbols which are scanned in sequence allowing even more data to be stored. Anyone can implement systems using this format without any license.

QR Code Quick Response Code is a type of matrix barcode (or two-dimensional bar code) first designed for the automotive industry in Japan. Recently, the QR Code system has become popular due to its fast readability and greater storage capacity compared to standard barcodes. A QR code is read by an imaging device, such as a smart phone.

