



Symbology, Incorporated

Ted Schultze Nominated/Accepted to Prestigious “AIDC 100 “

Minneapolis – Ted Schultze, founder and President of Symbology, Incorporated, has joined the elite ranks of AIDC 100 members. Made up of those individuals who are stand-outs in the AIDC industry, every new member must receive a nomination by a current member and be approved by the membership committee.

According to the group’s web site, “AIDC 100 is a not-for-profit, self-sustaining, non-political organization of automatic identification and data capture (AIDC) professionals and others who have significantly contributed to the growth and advancement of the industry.

“The organization is a technical and business resource - with emphasis on education - whose primary goal is to enlarge the business community's knowledge and understanding of AIDC.” (Learn more at www.aidc100.org.)

Schultze, who has been involved with bar code technologies since the early days, has participated in and led numerous educational committees and standards development efforts.

For example Schultze served as chairman of the *Distribution Symbology Study Group* that developed industry guidelines for the bar coding of corrugated shipping containers. Schultze is also a past president of the *Symbol Masters Association* and has delivered numerous presentations and training sessions on the use, standards and production of the vast range of bar code types.

His first foray into the world of AIDC came in 1973 when use of UPC began. He was then a product manager at the Bureau of Engraving, Inc., remaining there until 1980 when he left to found Symbology, Inc. for the distribution of bar code film masters and files. Since that time, Symbology has developed unique high-tech systems to create electronic code files, and added verification equipment to its product list. The company has also expanded into printing of customized bar code labels with focus on numbers-management and custom construction (e.g. harsh environment or security features), and most recently into RFID smart labels.

“It’s been a wild ride!” according to Schultze. “I remember the days when bar code use was viewed as revolutionary. Now they are ubiquitous.” As for the future, he says, “The elephant in the industry living room now is RFID. Much has been learned, but much needs to be determined in terms of appropriate use, roll out, ROI, etc. Most experts see RFID and the bar code working in tandem, which makes sense as RFID alone has no backup for failed chips. This is the next big focus for AIDC.”

Symbology Incorporated, established in 1980, is a specialty manufacturer of sequentially numbered bar code labels, including customized security products. An ISO 9001 certified company, they are also the largest provider of bar code DigiCode® files and film masters, and offer a complete line of inspection equipment. Customers around the globe choose Symbology for its top quality products, technological expertise, and unsurpassed customer service. Offices are located in Maple Grove, Minnesota. Web address www.symbology.com.

Inquiries may be directed to Judy Dodson at Symbology, Incorporated, 7351 Kirkwood Lane North, Suite 126, Maple Grove, MN, 55369. Phone 763.315.8056, or jdodson@symbology.com.