



Symbology, Incorporated

Symbology, Inc. Provides New GS1 DataBar™ Coupon Codes PLUS Coupon Validator™ Service

Minneapolis – On January 1, 2008, a new coupon bar code will be implemented affecting manufacturers, retailers and processors. Initially, an “Interim” code will be used that includes a GS1 DataBar™ code and a GTIN 12 (UPC-A) code. In 2010 the GS1 DataBar™ coupon code will stand alone.

This new code structure is the most complex of any code introduced by [GS1](#). Its huge data capacity allows users greater flexibility for cross marketing of products via joint offers, enhanced tracking, and fraud prevention.

Producing an accurate GS1 DataBar™ Coupon Code file, however, requires advanced technology and expertise. Symbology’s custom-engineered system produces and delivers error-free files quickly and efficiently. Full Service orders feature:

- 30 minute turn time....including accuracy-check by two customer service experts
- Manufacturing process eliminates the need for users to define VLI’s
- Codes are bottom-justified; allowing maximum space for the balance of coupon text
- A single electronic file contains both GS1 DataBar™ and GTIN 12 codes, thus reducing chances of data non-conformance between code segments

Note: A lightning fast online code ordering service alternative will also be available soon.

Once codes are sent into print/production, the increased complexity of the new coupon codes....along with a “human-readable” that does not include all data.....makes it imperative for users to have a means of checking the data and quality of the DataBar coupon codes.

Symbology’s new **Coupon Validator™** service provides the simplest, most accurate decoding and verification service available. Users can avoid costly errors by validating their code information online. Data from the code is automatically transmitted via the internet to the Validator web site, where it is instantly decoded.

There are two levels of Coupon Validator™ service: Decoding only and Decoding/Verification (grading) of codes. The exclusive Coupon Validator™:

- Includes Unlimited Validations via subscription service
- Extends Easy Access. Users simply scan their DataBar code into our Coupon Validator™ web site
- Provides full decode detail including both Visible and Covert data
- Details Descriptions: Product - up to three Family Codes and Geographic Market Area (Symbology codes)
- Offers a variety of imaging and verifier equipment
- Individual code validation is also available

Check our web site for information www.symbology.com . Or contact Ted Schultze 800.328.2612 x 1053, tschultze@symbology.com.

About Us:

Symbology, Incorporated, established in 1980, is a custom manufacturer of sequentially numbered bar code labels. Featured are High Performance security and harsh environment labels as well as library and blood industry product lines. An ISO 9001 certified company, they are also the largest provider of DigiCode® bar code files, and offer a complete line of inspection equipment. Customers around the globe choose Symbology for top quality products, technological expertise, and unsurpassed customer service. Offices are located in Maple Grove, Minnesota. Web address: www.symbology.com.

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