

# FIRST-EVER NATIONAL BARCODE DAY TO BE CELEBRATED ON JUNE 26 - DATALOGIC

GREENVILLE, S.C. — Three pioneers in the barcoding industry have come together to co-sponsor the first-ever [National Barcode Day](#) to be commemorated June 26, 2021 – [Barcoding, Inc.](#), the leader in supply chain efficiency, accuracy, and connectivity, [Datalogic](#), a global leader in the automatic data capture and factory automation markets, and [ScanSource, Inc.](#), a leading global provider of technology products and solutions. The official day was granted by the National Day Calendar organization, the authoritative source for unique National Days, and was one of only 30 National Days granted out of approximately 18,000 applications this year.

On June 26, 1974, the first Universal Product Code (UPC), invented by Norman Joseph Woodland, was scanned by the Model A, developed by Spectra Physics (now part of Datalogic) in Troy, Ohio at a small-town grocery store. This barcode was on a pack of Wrigley's Juicy Fruit gum, and was a significant achievement for the grocery industry, as many grocers and retailers had been looking for a way to efficiently check out more customers at their stores. The barcode had been a longtime development (see [The History of the Bar Code | Innovation | Smithsonian Magazine](#)) and this momentous occasion led to the invention of the barcode system by George Lauer, which became the catalyst for more than 40 years of efficiency and accuracy that launched the Automatic Identification and Data Capture (AIDC) industry and transformed supply chains across almost every industry. The barcode revolutionized industries all over the world, powering global commerce, simplifying purchases, and streamlining logistics processes. Today's newest version of the barcode, called the QR code, contains even more data than the original barcode that was introduced in 1974. They may be a very inconspicuous part of our everyday life, but more than six billion barcodes and QR codes are scanned each day.

The Registrar at National Day Calendar officially proclaimed National Barcode Day to be observed on June 26 on an annual basis. Others can join in on the National Barcode Day celebration by sharing the details and history of #NationalBarcodeDay on their social platforms. [To view the official National Barcode Day media alert issued by the National Day Calendar organization, please click here.](#) Quotes from the three National Barcode Day sponsoring companies can be found below.

## Quotes from Sponsors

"For over 45 years, the barcode has been the bedrock of mobile data capture, making people's lives more efficient and productive. This year, we wanted to create a day to celebrate everything that barcode scanning has meant to the world as well as everyone in the AIDC (automatic identification and data capture) industry. National Barcode Day – while founded by Barcoding, Inc., Datalogic, and ScanSource – is a day for everyone to celebrate efficiency, accuracy, and connectivity. Barcoding is proud to bring National Barcode Day to life with our partners, and we look forward to creating and celebrating future innovations that support traceability and visibility in the supply chain."

Jody Costa, VP Marketing, Barcoding, Inc.

“Datalogic engineers were the first to develop barcode technology for applications in retail, going back to the first retail scan of Wrigley’s chewing gum at a Marsh supermarket in 1974. That first scanner is still on display at the Smithsonian Museum in Washington DC. Their leadership and innovation made it possible for grocers to keep their shelves stocked and checkouts moving smoothly. Since then, Datalogic has pushed barcode technology to new heights with new devices and solutions that see much more than barcode stripes to provide efficient supply chain and in-store operations. Today, Datalogic technology is the leading edge for retail, manufacturing, transportation, logistics and healthcare; giving enterprises solutions that mark, verify, identify, track and trace products globally. We are very proud to be part of National Barcode Day.”

Pietro Todescato, CTO Datalogic Group

“It’s an honor to co-sponsor National Barcode Day. ScanSource got its start with a focus on POS and Barcode in 1992, and since then, it has been incredible to see the evolution and growth of not only the AIDC industry, but the technology solution delivery channel as a whole. The AIDC industry has played such an integral role in creating efficiencies that keep our markets and economies moving. And like the barcode, the technology solutions and services we provide today enable businesses across almost every vertical market to operate more seamlessly and efficiently. We look forward to celebrating National Barcode Day for years to come, and on behalf of our employees worldwide, ScanSource is proud to be a part of this proclamation.”

Mike Baur, Chairman and CEO, ScanSource, Inc.

#### About Barcoding, Inc.

Barcoding is a supply chain automation and innovation company that helps organizations be more efficient, accurate, and connected. With extensive subject matter expertise in data capture, labeling and printing, and mobile computing, we are trusted to build and manage solutions for some of the best IT and operations teams in the world. Founded in 1998, Barcoding is headquartered in Baltimore, Md., with offices across North America (Chicago, Houston, Seattle, Montreal, Toronto, and Vancouver).

#### About ScanSource, Inc.

ScanSource, Inc. (NASDAQ: SCSC) is at the center of the technology solution delivery channel, connecting businesses and providing solutions for their complex needs. ScanSource sells through multiple, specialized routes-to-market with digital, physical and services offerings from the world’s

leading suppliers of point-of-sale (POS), payments, barcode, physical security, unified communications and collaboration, telecom and cloud services. ScanSource enables its sales partners to create, deliver and manage solutions for end-customers across almost every vertical market. Founded in 1992 and headquartered in Greenville, South Carolina, ScanSource has been named one of the Best Places to Work in South Carolina for six consecutive years and is on FORTUNE magazine's 2021 list of World's Most Admired Companies. ScanSource ranks #654 on the Fortune 1000.