

UPCs IYO KOODHADHKA BAR-KA: HAGAHA KHEYRAADKA

HORDHAC

Koodhadhka Badeecadda Caalamiga ah (UPCs) iyo koodhadhka bar-ka ayaa beddelay habka ganacsiyada u maamulaan kaydka, u raacaan iibka, iyo u fududeeyaan hawlgallada. Tan iyo markii la soo bandhigay 1970-meeyadii, koodhadhkani waxay noqdeen kuwo meel walba ka jira tafaariiqda iyo saadka, iyadoo bixiya hab caadi ah oo lagu aqoonsado badeecooyinka lana qabto xog si hufan. Fudaydka iyo kalsoonida koodhadhka bar-ka ayaa ka dhigay qalab muhiim ah warshado kala duwan, laga billaabo dukaamada raashinka illaa daryeelka caafimaadka. Aaladaha elektaroonigga ah ayaa si degdeg ah u akhriyi kara oo u tarjumi kara koodhka bar-ka, taas oo fududeysa gelinta xogta si dhakhso iyo sax ah. Qaadashada UPCs waxay keentay horumar weyn oo ku saabsan maaraynta silsiladda sahayda, iyadoo la dhimayo khaladaadka lana kordhinayo xawaaraha macaamilada. [1]

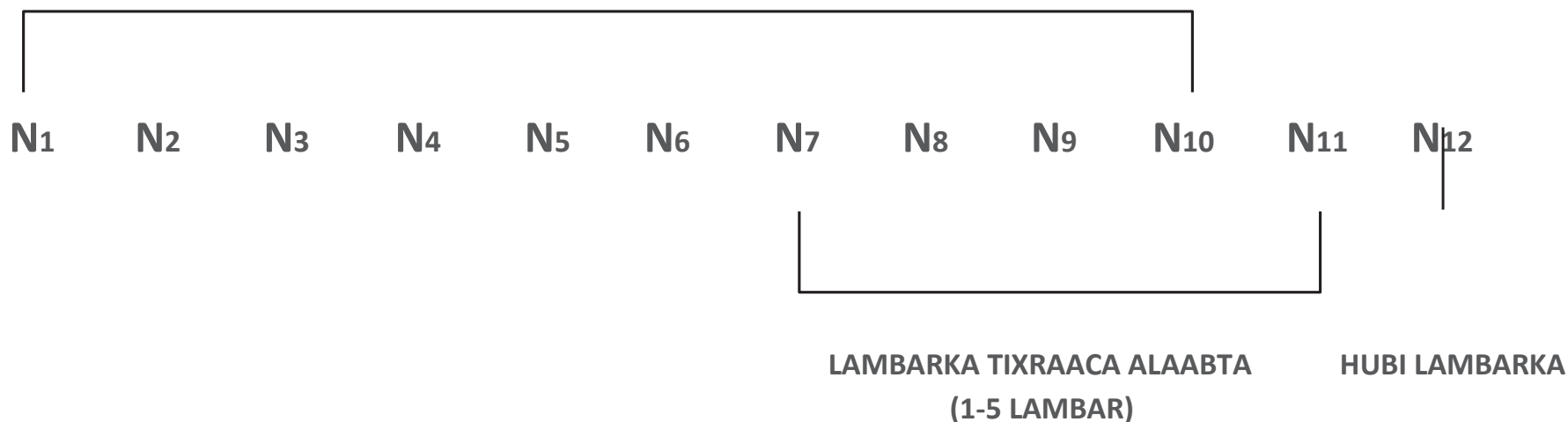
Sidee loo dhisaa oo loo isticmaalaa UPCs?

UPC waa nooc gaar ah oo koodh bar ah oo ka kooban xariijimo madow iyo caddaan ah oo ku qariyo macluumaad tirooyin ah oo gaar u ah badeecad kasta. Waxay matalaysaa laba iyo toban tiro oo ku hoos qoran astaanta (loo yaqaan GTIN-12 – Global Trade Item Number), taas oo u oggolaanaysa aaladaha elektarooniga ah, sida scanner-ka dukaanka raashinka, inay si degdeg ah u akhriyaan oo u tarjumiyaan macluumaadka ku jira koodhka bar-ka. Macluumaadka lagu kaydiyo UPC waa inuu ka mid noqdaa magaca summadda iyo sharraxaadda badeecadda, waxaana lagu dari karaa faahfaahin dheeraad ah sida warshadaha, heerka baakadda, lambarka SKU, iyo URL bogga badeecadda. [2]

GTIN-12 waa tiro ka kooban laba iyo toban lambar oo inta badan laga isticmaalo Waqooyiga Ameerika goobta iibka ee alaabada hal-unug ah – qaab-dhismeedka ugu caansan ee summadaha cuntada ee tafaariiqda dhaqameed iyo goobaha ganacsiga internetka ee e-commerce. GTIN wuxuu ka kooban yahay saddex qaybood (eeg Jaantuska 1 hoose):

1. Horgalaha Shirkadda GS1: xarfo tirooyin gaar ah oo loo isticmaalo in lagu aqoonsado shirkad gaar ah inay leedahay badeecad, badanaa laga helo GS1, oo ah hay'ad heer caalami ah oo aan faa'ido doon ahayn oo abuurta luuqad caadi ah si ay uga caawiso shirkadaha iyo la-hawlgalayaashooda inay aqoonsadaan, qabtaan, oo wadaagaan xog la aamini karo oo isku xirta silsiladaha sahayda jireed iyo dijitaal iyadoo maamulaya koodhadhka badeecadda caalamiga ah (UPCs) iyo koodhadhka bar-ka ee alaabada. Fikrad ahaan, GTIN kasta oo ka yimid shirkad gaar ah waa inuu isticmaalaa horgalaha isku midka ah, badanaa laga helo GS1 US, si si fudud loogu xiro badeecad gaar ah shirkaddaas. Haddii koodhka bar-ka lala xiriiyo shirkad kale ama aan la helin, koodhku wuxuu halis ugu jiraa in la diido, taas oo keeni karta kharashyo dheeraad ah si dib loogu calaamadeeyo badeecadda/badeecooyinka koodh bar-ka oo buuxiya shuruudaha tafaariiqleyda. Horgaleyaasha waxaa lagu heli karaa “awoodo” kala duwan oo kuu oggolaanaya inaad calaamad bar-ka ku sameyso ugu yaraan 10 badeeco iyo ugu badnaan 100,000 badeeco oo gaar ah. [3]
2. Lambarka Tixraaca Alaabta: lambar loo qoondeeyay in lagu aqoonsado kala duwanaanshaha badeecad gaar ah, kaas oo dhererkiisu ku kala duwanaa karo iyadoo ku xiran horgalaha. [2]
3. Lambar Hubin: lambarka ugu dambeeya ee GTIN kaas oo loo isticmaali karo in lagu xaqiijiyo in GTIN si sax ah loo geliyay. [2]

HORGALAHA SHIRKADDA (6-10 LAMBAR)

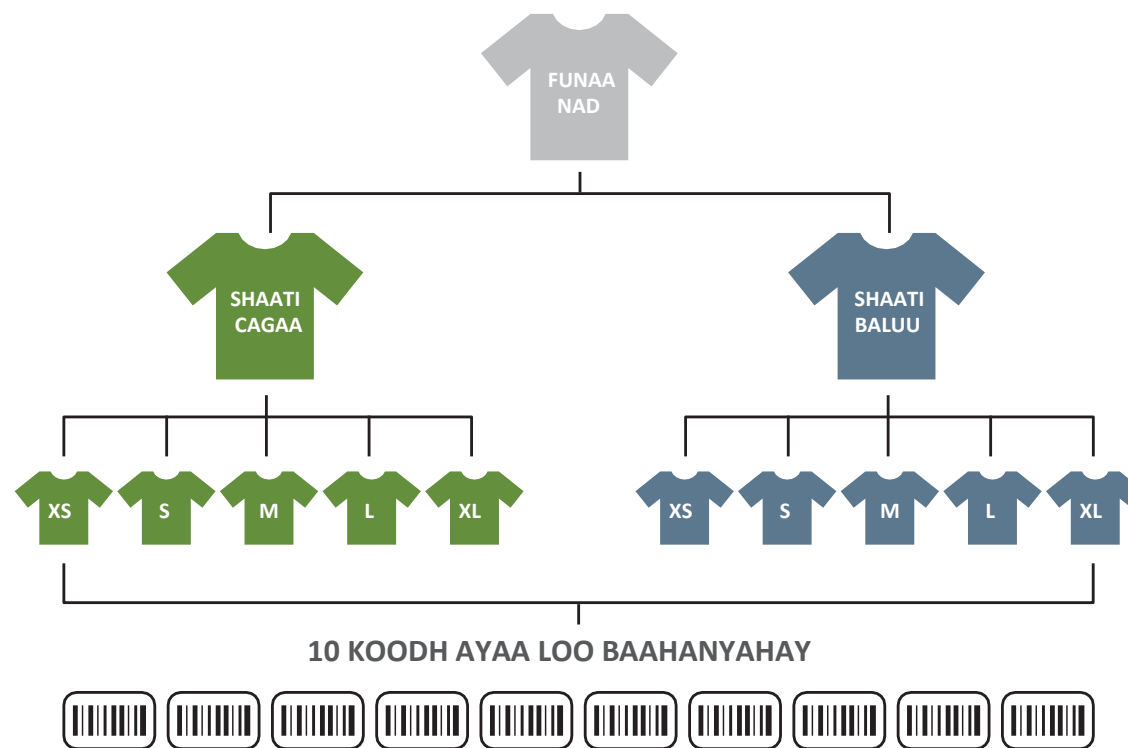


Goorma ayaa loo baahan yahay UPCs?

Ganacsi waa inuu iibsadaa UPC marka uu qorsheynayo inuu ku iibiyo badeecooyinka suuqyada internetka sida Amazon ama dukaamada tafaariiqda ee jireed. Koodhka UPC wuxuu u oggolaanayaa tafaariiqleyda, qaybiyeyaasha, iyo soo-saareyaasha cuntada inay si sax ah ula socdaan badeecooyinka si loo hagaajiyo saxnaanta dib-u-qaadista, maaraynta kaydka, iyo muuqaalka isbeddellada iibka. [4]

Immisa UPCs ah ayuu ganacsi u baahan yahay?

Kala duwanaanshaha badeecad kasta oo ganacsi uu damacsan yahay inuu iibiyo (tusaale, cabbirro kala duwan, midabbo, ama qaabab) wuxuu u baahan yahay UPC gaar ah. [1] Eeg Jaantuska 2 ee hoose.



Jaantuska 2. Tirada koodhadhka bar-ka ee gaar ah ee loo baahan yahay tusaale khad badeeco oo Funaanado ah. [1]

Halkee ayuu ganacsi ka iibsadaa UPCs?

Ganacsiyadu waxay haystaan laba ikhtiyaar oo ay ku iibsadaan UPC-yada loo baahan yahay.

Ikhtiyaarka I: Si toos ah uga iibso GS1.

Malaayiin ganacsiyo ah oo adduunka ah ayaa ku shaqeeya ganacsiga iyadoo la adeegsanayo Heerarka GS1. [5] GS1 US waa isha caalamiga ah ee la aqoonsan yahay ee koodhadhka warshadaha. Ganacsiyadu waxay u iibsadaan UPCs / GTINs mid mid qiimo ahaan \$30 midkiiba iyada oo aan lahayn khidmad sanadle ah. Hase yeeshee, ganacsi waa inuu tixgeliyaa shatiga horgalaha shirkadda GS1 ee ku saleysan awood marka uu u baahan yahay in ka badan sagaal UPCs / GTINs, iyadoo la bixinayo khidmad billow ah iyo khidmad sanadle ah (eeg Jadwalka 1 hoose). Dhammaan qiimayaasha waa sax illaa Luulyo 2024. [6]

Jadwalka 1. Qiimaha Horgalaha Shirkadda ee GS1 US ilaa Luulyo 2024. [6]

Ogow haddii ganacsi uusan bixin khidmad sanadle ah, GS1 waxay "dib u qaadan doontaa koodhadhka" dib ayeyna u isticmaali kartaa.

Tirada badeecooyinka u baahan baarkoodh	Qiimaha hore	Qiimaha cusbooneysiinta sanadka
1 -10	\$250	\$50
1-100	\$750	\$150
1-1,000	\$2,500	\$500
1 - 10,000	\$6,500	\$1,300
1-100,000 \$	\$10,500	\$2,100
Horgalaha Shirkadda GS1 oo ay ku jirto Koodhka Calaamadeeyaha FDA ee Mareykanka	\$2,100	\$2,100

Ikhtiyaarka 2: Ka iibso dalaal UPC ee internetka ku saleysan, sida Buyabarcodes.com ama Bar Codes Talk.

libiyayaasha UPC ee internetka ku saleysan waxay si toos ah uga iibsadeen UPCs tiro badan oo ka yimid xogta GS1, iyagoo gudbinaya qiimaha jumlada iyo xuquuqda lahaanshaha nolosha oo aan lahayn khidmad sanadle ah iibsadaha. Buyabarcodes.com maanta si toos ah uga iibsada UPCs GS1, halka Bar Codes Talk ay ka faa'idaysato dacwad kooxeed oo 2002 lagu soo oogay GS1 (markaas loo yaqaane UCC - Uniform Code Council, Inc.) taas oo lagu helay in xubnaha UCC aysan ku qasbanayn inay bixiyaan khidmadaha sanadlaha ah ee UCC, hadda ama mustaqbalka, shuruud ahaan sii ahaanshaha xubinnimada UCC, ama shuruud ahaan sii isticmaalka horgalaha shirkadda ee lagu siiyay ka hor Agoosto 28, 2002. Hase yeeshee, tani khusayn mayso horgalaha shirkadda ee ay ku siisay adiga UCC ka dib Agoosto 28, 2002.' [7] Sidaas darteed, UPCs ka socda Bar Codes Talk dhammaantood waxay soo baxeen ka hor 2002. Labada Buyabarcodes.com iyo Bar Codes Talk waxay sheeganayaan inay bixin karaan caddeyn lahaansho oo loogu talagalay tafaariiqleyda sida Amazon; hase yeeshee, Buyabarcodes.com waxay sheeganaysaa u hoggaansanaan dhammaan ururrada tafaariiqda[8], halka Bar Codes Talk ay sheeganayaan u hoggaansanaan inta badan dukaamada tafaariiqda (dukaamada waaweyn sida Walmart iyo Costco ma aqbalaan UPCs-kan). [9] Qiimaha ku taxan Jadwalka 2 waxaa loogu talagalay ujeedooyin isbarbardhig ah waana sax illaa Luulyo 2024.

Jadwalka 2. Qiimaha dalaalka UPC ee la doortay illaa Luulyo 2024. [10], [11].

Tirada baarkoodhyada	Buyabarcodes.com [10]	Bar Codes Talk [11]	Qiimaha Sanadlaha ah
1	\$30	\$5	\$0
5	-	\$10	\$0
6	\$125	-	\$0
10	\$195	\$15	\$0
50	\$495	\$35	\$0
100	\$695	\$45	\$0
1000	\$1,995	\$180	\$0

Hagidda AURI

Sida habboon, ganacsi waa inuu noqdaa xubin ka tirsan ururka GS1 US halkii uu ka iibsan lahaa dalaal, sababo la xiriira:

- Ganacsiyada waxaa loo qoondeeyaa horgalaha shirkad gaar ah oo isku xira badeecooyinka suuqa shirkaddaas, iyadoo dhammaan macluumaadka badeecadda iyo lambarrada tixraaca alaabta lagu xiro horgalahaas.
- GS1 UPCs iyo koodhahka baarkoodhyada waa heerka warshadaha waxaana la hubiyay inay ka shaqeeyaan dhammaan tafaariiqleyda. Maadaama GS1 baarkoodhyada ay yihiin heer warshadeed, suurtagalnimada in la beddelo baarkoodhyada ee UPC aan waafaqsanayn, gaar ahaan marka ganacsi uu gaaro qaybinta ballaaran, waa caqabad weyn oo ku ah ganacsiga yar; waxayna aad ugu kacdaa kharash dhinaca qaybiyayaasha iyo tafaariiqleyda, kuwaas oo kharashkaas ku wareejin doona ganacsiga.
- GS1 UPCs iyo baarkoodhyada, hase yeeshee ma lahaanayaan ganacsiga laftiisa balse waa shati, sidaas darteedna waxay noqdaan kharash joogto ah oo ku jira warbixinta faa'iidada iyo khasaaraha ganacsiga. [12]

Hase yeeshee, ogow in in kasta oo kharashka billowga ah uu hooseeyo, UPCs laga iibsado Bar Codes Talk ay leeyihiin suurtagalnimo sare oo aan waafaqsanayn tafaariiqda, sidaas darteedna ay leeyihiin suurtagalnimo sare oo kharashyo mustaqbalka ah oo la xiriira beddelidda UPCs-kaas marka badeecooyinka suuqa galaan.

Wixii macluumaad dheeraad ah oo la xiriira baakadaynta badeecad cunto, fadlan eeg Hagaha Baakadaynta ee AURI ee loogu talagalay ballaarinta ganacsiyada cuntada. Wixii macluumaad dheeraad ah oo la xiriira suuq-geynta dhijitaalka ah ama billaabidda ganacsi e-commerce ah, fadlan eeg Hagaha AURI ee Suuq-geynta Dhijitaalka ah iyo E-commerce ee Ganacsiyada Cuntada. Labaduba waxaa laga heli karaa barta <https://auri.org/>, qaybta Sanduuqa Qalabka Ganacsiga Cuntada ee goobta.

Tixraacyo

1. <https://www.barcodestalk.com/learn-about-barcodes/upc-numbers>
2. <https://junip.co/blog/gtins-explained/>
3. <https://www.gs1us.org/upcs-barcodes-prefixes/what-is-a-prefix>
4. <https://www.gs1us.org/upcs-barcodes-prefixes/guide-to-upcs>
5. <https://www.gs1us.org/who-we-are/about-us>
6. <https://my.gs1us.org/product/1367/gs1-us-gtin>
7. <https://www.barcodestalk.com/ucc-settlement>
8. <https://www.buyabarcodes.com/faq>
9. <https://support.barcodestalk.com/en/support/solutions/articles/16000020092-will-my-bar-code-work-in-every-store>
10. <https://www.buyabarcodes.com/products>
11. <https://www.barcodestalk.com/buy-barcodes>
12. <https://homebusinessmag.com/sales/selling-tactics/barcoding-shortcuts-dont-pay/>

Maalgelinta tarjumaadda qoraalkan waxaa suurtageliyay heshiiska iskaashiga ee Resilient Food Systems Infrastructure ee ka socda Adeegga Suuq-geynta Beeraha (Agricultural Marketing Service) ee Waaxda Beeraha ee Maraykanka (USDA). Nuxurka ku jira waxa si buuxda mas'uuliyaddiisa u leh qorayaasha, mana matalayaan aragtida rasmiga ah ee USDA.

Hindisahan AURI waxaa qayb ahaan suurto galiyay maalgelinta Xarunta Hal-abuurka Beeraha ee USDA.