

THE PECULIARITIES OF BAR CODING OF FOOD AND NON-FOOD GOODS BY TRADING COMPANIES

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One of the areas of trade facilitation work is the use of bar codes, assigning of which is in accordance with the Resolution № 574 of the Cabinet of Ministers of Ukraine. The variety of bar coding allows increasing operational efficiency, product protection and ease of management.

In order to improve the organization of the trade it is necessary to equip companies with special technical means of bar coding, such as hand-held and stationary scanners, terminals of collection and accumulation of information, printers of labels with bar codes etc.

One of the characteristics of goods bar coding provided in the presence of bar code on goods is the fact that a new bar code is not stamped on a product, and the goods without a bar code are marked with the internal code by the company. To simplify coding of packaged products the packaging is made on special electronic measuring system, providing printing labels with internal bar codes.

While selling products it is necessary to apply weighing systems or electronic scales that print labels with bar codes. These products may include weight products, such

as salads, cheeses, cookies, candies etc. Products packed in mesh, are marked with labels with bar codes attached to mesh, or to the ribbon of twine, with which the bundles are tied.

Selling non-food products, including crafts and products without packaging, the labels are attached to them with internal bar codes. When selling fabrics, linoleum, construction materials, small household goods the labels are attached to the package or given to the buyer. When selling products that have not any packaging the label with an internal bar code is applied to the total package.

Due to the peculiarities of the sale of industrial products and non-industrial group of goods in the daily activities of commercial enterprises there could have arisen some problems, in particular when applying internal bar codes the identification numbers with prefixes providing unique numbering within Ukraine should be remarked by companies in accordance with the Guidelines on the application of internal bar codes for marking at the enterprises of trade, approved by the Order of the Ministry of External Economic Relations and Trade of Ukraine № 383 on 26.06.98.