



Putting Information To Work

American Barcode and RFID began in 1980 as Burland Associates, a manufacturer's representative specializing in computer network systems. In 1995 Burland Associates transitioned into American Barcode Concepts, a value-added reseller of automatic identification and data collection systems. Through the years American Barcode Concepts has grown into one of the most respected and influential players in the AIDC market. Today, American Barcode and RFID provides expertise in both bar code and radio frequency identification solutions to point-of-sale, retail, industrial, commercial and radio frequency (RF) customers throughout the world.

Over the past 20+ years American Barcode and RFID (AB&R) has developed **5 core competencies** that provide laser-like focus for Putting Information to Work. These include:



The **Equipment and Technology** that AB&R offers provides the bedrock upon which successful system deployment and implementation are based. Our strategic business partnerships with the AIDC (Automatic Identification and Data Collection) industry's leading manufacturers form a solid foundation for system development. From our

Premier Partnership with Zebra to Symbol, Datamax, Microsoft, HHP and Intermec to name a few, each manufacturing partner has earned the "best-in-class" distinction for their respective markets and brings that leadership to the table in the development of solutions tailored to our customer's requirements. These solutions are specifically designed to increase revenues, improve efficiencies and reduce costs.

Systems Development is an essential component to the implementation of an AIDC solution. The blueprint of that solution is AB&R's System Requirements & Design Study (SDRS). This comprehensive document, the product of in-depth analysis by AB&R engineers, ensures complete clarity for project development and guarantees the cost and on-time delivery and installation of the system. AB&R has experienced programmers skilled in custom AIDC applications, database design and full system integration with Legacy and ERP systems.



With the prevalence of customer-centric marketing, buyer behavior tracking and facility security concerns, **Card Solutions** have been pushed to the forefront of AIDC technology implementations over the last 10 years.



Card Solution systems can be designed to deliver:

- Loyalty Cards
- Membership Cards
- Employee Cards
- Gift Cards
- High Capacity Smart Cards
- Product Identification

Card solutions have become such an important aspect of the AIDC industry that AB&R has dedicated an entire division to it, **C2G CARD TECHNOLOGIES**. From Gift Cards to Smart Cards, **C2G** has the experience and expertise to handle all of your card solutions needs.

Printing Supplies ultimately determine the success of a printing solution. Care must be taken to select the optimal materials for each specific printing application. The most intricate data collection system can be brought to a standstill if the label or tag is unreadable or unclear. From tagging trees to jewelry and from labeling circuit boards to stone, AB&R has



the knowledge and experience to optimize your printing application. One of the most exciting developments in AIDC combines Radio Frequency Identification technology with thermal label printing. AB&R is one of the first AIDC Solutions Providers who has been certified to provide RFID solutions.



Maintaining peak performance of an AIDC system is critical. It is important to have a service plan in place to protect the health of the system from the dangers of interrupted operations. American Barcode and RFID's **Service and Support** division provides a unique value that few can match. Whether national on-site service, depot repair or time

and materials based service best suits your requirements, AB&R's professionally trained, manufacturer-certified service team provides customers the peace of mind that their system is serviced and maintained by the best and the brightest.

Partnering with American Barcode and RFID creates a value commitment to sustain increased revenues, consistently improve operational efficiencies and continually reduce the cost of doing business and ultimately ensure our customer's success.