

Bar Code Graphics uses HP LaserJet 9000 and 9500 printers for the production of premium grade barcode labels



“Relying on HP LaserJet printers and supplies enables us to maintain our industry-leading reputation for outstanding barcode quality.”

– Jon Verb, Chief Operating Officer,  
Bar Code Graphics, Inc.

Bar Code Graphics, Inc. of Chicago, Illinois, has a unique online digital service that creates the most accurate resolution barcode symbols available. Furthermore, the Company has become the nation’s largest specialized and unbiased certification center for ISO/ANSI evaluation for both UCC-128 shipping labels and point-of-sale (POS) barcode symbols in North America.

Offering a wide array of labeling services with an underlying emphasis on same-day service and exceptional quality, Bar Code Graphics’ Service Bureau is capable of printing label orders of quantities from one to 10 million with a rapid turnaround. Its rigid quality control procedures enable the production of barcode symbols that can be read 100 percent of the time by all trading partners, which supports the Company’s vision of being the best supplier with which its customers can do business.



Jon Verb, Chief Operating Officer for Bar Code Graphics, explained, “Our aim is to leverage every available technology to enable us to continuously grow and improve. For example, using today’s expanded computing power together with our 28-plus years of experience in barcode artwork and printing, our digital barcodes – EPSymbols™ – are perfectly created to capitalize on the resolution of each output device. In addition, our application is the only Uniform Code Council (UCC) certified solution to create digital barcode images.”

#### **Recognized for barcode expertise**

One of Bar Code Graphics’ retail partners’ is Sears Holdings. Bar Code Graphics manages Sears’ barcode compliance through direct work with suppliers and Sears’ receiving locations. The partnership has enabled Sears to dramatically increase vendor compliance. Bar Code Graphics has been able to leverage its supply chain experience to qualify specific printing solutions, which enable suppliers to comply with retail barcode requirements. Among the printing equipment Bar Code Graphics recommends to the suppliers are all models of HP LaserJet printers.

Verb stated, “We have determined that many suppliers prefer to utilize existing HP LaserJet printers used for everyday business documents, to generate barcode labels for shipments to retail trading partners.”



## At a glance

- **Company:** Bar Code Graphics
- **Headquarters:** Chicago, Illinois
- **Founded:** 1985
- **Telephone:** 800-662-0701
- **URL:** www.barcode-us.com
- **Primary business:** Leading experts on barcode print quality and provision of compliance services to many large retailers and manufacturers. It provides services to over 18,000 companies throughout North America.

Most recently Bar Code Graphics deployed two HP LaserJet 9000 series printers and one HP LaserJet 9500 printer in its Service Bureau production department. Verb observed, "HP LaserJet printers are highly reliable in their availability and consistently high quality. The HP LaserJet 9000 series is awesome – and it outputs at 50 pages per minute."

### Relying on HP LaserJets

Bar Code Graphics not only uses HP LaserJet printers, it has developed its own premium-grade laser label stock suited for barcode applications on HP printers. Verb described, "Our unique label stock is available only from Bar Code Graphics and we believe we offer the best quality label stock possible."

As an industry leader in barcodes, the Company pays very close attention to the quality of labels produced in its Service Bureau – it recognizes the value of using genuine HP LaserJet print cartridges in the HP LaserJet printers combined with Bar Code Graphics' laser label stock to produce the highest quality and durability.

Verb recalled, "We have witnessed non-HP toner being used in an HP LaserJet and when the barcodes are printed they can look okay, but after they are picked up by a shipping company the barcodes smudge or rub off, which prevents them from being scanned. There can be more serious consequences with using non-HP toner too."

For example, one company's purchasing department had tried to save a few dollars by buying remanufactured toner instead of HP toner, the barcodes smudged and the company received some heavy fines from the retailer when the boxes couldn't be scanned! Buying non-HP toner proved to be very costly for that business."

### Enjoying improved ROI

The throughput of the HP LaserJet 9000 series printer enabled Bar Code Graphics to consolidate the number of production printers from six down to two devices. Verb enthused, "It was a turning point for our production environment. Because the HP LaserJet 9000 toner cartridge yield is very high, these printers afforded us savings of over \$6,000 the first year, which enabled us to keep our Service Bureau pricing very competitive."

The Company's HP Color LaserJet 9500 is used for producing color packaging labels that include barcodes and color coded hang tags. "It has fantastic quality – almost photographic," noted Verb. "It's allowed us to expand into new business areas, such as small-volume, quick-turnaround runs, and deliver the colored hang tags that can't be produced via thermal transfer."

He concluded, "Relying on HP LaserJet printers and supplies enables us to maintain our industry-leading reputation for outstanding barcode quality."

## Challenges

- Continue barcode label production of the highest level of quality.
- Enable printing services to be offered at a competitive rate.
- Retain industry leadership in barcode production and evaluation.

## Solution

- Maintain deployment of the leading-edge laser printing technologies:
  - Two HP LaserJet 9000 series printers; and
  - One HP Color LaserJet 9500 printer.
- HP supplies.

## Results

- Higher yield cartridges enable improved return on investment and deliver annual savings of over \$6,000.
- Reduce turnaround time and less labor helps keep prices competitive.
- Top notch quality continues to set the bar for others.
- Consistent barcode printing is delivered every time.

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