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GSM aims for the world's biggest bar code

YORKSHIRE POST Today

By Ian Briggs

November 7, 2006 (Yorkshire Post Today) – It's a record attempt that you wouldn't normally think of attempting. But Yorkshire-based GSM Graphic Arts had different ideas and has created what it believes to be the world's largest barcode. GSM, of Thirsk, has produced the barcode after investing £250,000 in a new printing press to improve its service and generate greater output. GSM manufactures metal and plastic signs, nameplates and labels at its production facility in the North Yorkshire town.

Following investment into new machinery earlier this year, which enabled the firm to launch digital printing technology Primodise, GSM has invested in a second machine that allows it to print into anodised aluminium surfaces. To demonstrate the new production capabilities, the firm has created what it hopes will be a record breaking sequential numbered barcode. Printed into an aluminium surface using the Primodise process, the giant barcode measures 1.5m by 0.85m.

Rudy Pearce, the company's general manager, said the technology allows print to be applied into opened surface "pores" of the material which are then re-sealed. Mr Pearce claimed the technology was unique.

"The end result is a full-colour, photo-quality image sealed into the aluminium substrate that is scuff, scratch and water resistant," said Mr Pearce, who is waiting to discover if the company's Guinness World Record application has been successful.

He added: "While the record attempt is somewhat light-hearted – we don't get many requests for giant barcodes – it does illustrate the capabilities that this technology affords." ian.briggs@ypn.co.uk

About Auto ID Solutions

Auto ID Solutions is a leading provider of linear and 2D bar code quality tools, providing in-house and on-site NIST traceable calibration and repairs, ISO/ANSI standards interpretation, staff training, and auto identification/bar code quality seminars. They are the only company offering NIST calibration and who tests every verifier to ensure conformance with ISO15426-1 (Bar Code Verifier Conformance Specifications). Headquartered in Minneapolis, Minnesota, Auto ID Solutions offers outstanding technical support with dependable delivery and quality. For more information, visit the Auto ID Solutions website at www.autoidsolutions.net.

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