

Press Release

Traceability: an Important Word for Important Stakes

In our times of 'mad cow disease' and avian flu, traceability has never been so important. But beyond food safety and health, traceability has also become a strategic challenge for companies of all kinds.

Let us start at the beginning: What is traceability? According to the ISO 8402 standard, traceability is the *ability to trace the history, application or location of an entity by means of recorded identifications*. In other words, traceability meets expectations in terms of **information**, be it a product, a parcel or a pallet, in order to **guarantee the transparency** required from businesses.

In the light of European regulations, the question most companies need to answer is how do we turn a legal constraint into a competitive sales advantage?

Today, traceability is part of most businesses' **global approach to quality** and in the eyes of customers and/or final consumers it is **synonym for security** and creates the image of a company **in touch with the needs and evolutions of its environment**.

Traceability through technique

The development of IT systems had first given rise to bar coding which enable easy identification through the use of optical scanners. Today, micro-chips used in RFID tags have also come into play. Those two methods are now combined on each label thus ensuring complete follow-up from production to distribution.

MAPPING SA has included full support for **bar codes** and **RFID** into **MAPPING Suite** so as to guarantee full control and consistent management of the information chain.

For further information, feel free to call us on +33 359 560 115.