

Pressures to Identify and Manage Individual Printings

or

The Case for Discrete Traceability of Printed Stock

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What I will cover:

- The evolving printed product sourcing environment for international publishers
- The product data disclosure issue and other pressures – and why they matter
- Possible technology solutions - and how they compare in delivering cost-effective capability
- What next?



Product Sourcing Environment

- International supplier base exploited agilely to obtain best value for money printing
 - Individual printings of same book in different countries
 - Multiple sourcing of same printing as split order in different countries to meet regional sales demand



Product Sourcing Environment

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- Print on demand digital reprinting has a role but:
 - Patchy regional coverage of high quality capability
 - Not all books are technically suitable for digital reprint
 - Piracy!



The Issue



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The Issue

- Product data disclosure on customs documentation
 - Product country of origin information
 - Inaccurate disclosure risks a range of penalties for exporters



The Penalties for Incorrect Product Information Disclosure

- Consignment delay or impoundment
- Punitive fines
- Financial and reputational damage
- Exporter placed on a watch list resulting in:
 - More thorough consignment checks in future
 - Extended supply chain pipeline times for order fulfilment (incurring the need for more stock to keep the pipeline filled?)



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Ignore the risks at your peril!



How to Tackle the Issue

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 - It still needs a marker to identify stock from different countries



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The case for lot if not individual book traceability is compelling



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 - Forest Stewardship Council traceability
- Customer demand for more product data information



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 - Forest Stewardship Council traceability
- Customer demand for more product data information
- Tracking profit from individual printings



Two Possible Technical Solutions

- Bar coding
- Radio Frequency Identification (RFID) tagging



Linear Bar Coding

- Proven, mature technology
- Widely used through publishing supply chain



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- Standards promulgated in UK and USA:
 - UK: BIC Bar Coding for Books Guide to Publishers
www.bic.org.uk
 - US: BISG Bar Coding Guidelines for the US Book Industry
www.bisg.org/
 - These standards are compatible



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- NF: Bookland 13 digit ISBN/EAN plus “9” + 4 digit publisher supplementary data field



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- Technology available for some time but so far not much used within Publishing Industry
- Comparatively expensive
- Mixed performance of scanners but near 100% accuracy for single items, binder's packs and cartons of up to 40 books



Comparison of Technologies

Characteristic	Bar Coding	RFID



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System integration		



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Conclusions

- Bar coding provides an easy solution with comparatively low implementation costs and very low operating costs but offers very limited future-proofing.
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- RFID implementation is more technically challenging and higher cost: there is a higher operating cost but value-added functionally should amortise these quickly. Good future proofing.

Good for a medium to long term strategy, especially if running costs can be reduced.



Summary

- There are significant pressures to adapt lot/item traceability
- The trend will not abate.
- Linear bar coding and RFID tagging both offer solutions but have different strengths and weaknesses. Long term RFID has the edge/
- Is there a common route that the Publishing Industry should adopt?



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- Is there a common route that the Publishing Industry should adopt?
- **Doing nothing is not an option!**

