



PICARD: Potentials in technical trade

The serialization of products by means of a DataMatrix Code opens up new opportunities for the trading company Picard. The serialization of products by means of a DataMatrix Code opens up new opportunities for the trading company Picard. Not only are purchased products systematically checked for authenticity, the entire process is also noticeably accelerated due to the migration to scanning systems for incoming goods.



Directly from Bochum, the trading company Picard exclusively supplies the specialist trade for rolling bearings and linear motion technology worldwide. With 180 employees, including 22 personal country specialists, and not least thanks to the increasing serialized marking of products, Picard is able to offer its customers profound support and the optimal solution for the most diverse procurement tasks.



„ The Friedrich PICARD GmbH & Co. KG has set itself the target of giving specialist dealers independent access to various premium brands in the area of bearings and linear motion technology. We provide our customers only with original products that are compliant with trademark law.

We implemented a process that takes reliable authenticity checks to another level: Serialized DataMatrix Codes and oneIDentity+ enable us to verify the authenticity of goods purchased, to identify suspicious goods and then withdraw them from circulation in cooperation with the original manufacturer.

The registration of serialized products upon arrival in our warehouse has additional benefits for other fields as well. Currently, we are adapting the processes for outgoing goods in order to automate quality checks during packing of shipments. We also aim at further developing our returns management to gain more transparency regarding movement of goods.“

Maurice Huke
Brand Protection Manager PICARD

The challenge

As a technical specialist supplier for bearings and linear motion technology, PICARD uses oneIDentity+ to ensure the originality of the products entering their warehouse.

Full data collection and reliable authenticity checks require all manufacturers to pull together and label all products clearly. Scanning large quantities of incoming goods without causing time delays is a challenge a supplier such as Picard must meet. This challenge gets even more complex when taking into account that manufacturers often have different coding standards.



Quality Control

Serialization

Success Story

Efficiency

Transparency

Counterfeit protection

Digitalization



The solution

Together with oneIDentity+, Picard developed a process that allows – beside the authenticity check - a fast processing of the product data encoded in the DataMatrix code (for instance manufacturer, product type and batch number). For this purpose, the structures of the incoming goods management had to be completely reorganized. New scanning systems have now replaced the time-consuming practice of manually allocating part numbers on the article's packaging to the information in the ERP system. Thanks to the product's distinct code number, the scanner can identify it and also verify the respective quantity.

The Implementation

The particular challenge in introducing the system, was the speed with which codes had to be scanned at goods receipt. The solution was an asynchronous data request. This makes it possible to simultaneously scan multiple DataMatrix codes, without the need to wait for feedback from the database. The results of the data request are then displayed on a screen and can be examined by staff of the respective working field.

**Do you have similar challenges to Picard?
Please contact us!**

The oneIDentity+ team is looking forward to supporting you with your serialization project.



The Benefits

The registration of incoming goods by means of high-performance scanning systems and asynchronous data requests facilitate large quantities to be handled without requiring additional time as well as the detection of potentially dangerous counterfeits.

All registered product codes are being saved in Picard's ERP system, including additional information that is important for the resale of goods, such as the country of origin which formerly had to be entered manually. This automation makes the goods receipt process at Picard more efficient and secure.

Serialization at PICARD

Picard, as a technical specialist supplier for bearings and linear motion technology, uses oneIDentity+ for the serialization of linear guides. This way, individually adjusted rails and shafts can not only be serialized, but also made more intelligent with the help of additional information.



What makes oneIDentity+ GmbH special?

We offer flexible, mobile services based on worldwide valid standards for the challenges around product protection and Track & Trace in Industry 4.0 and IoT. As a subsidiary company of TecAlliance GmbH and solution partner of GS1 Germany, oneIDentity+ GmbH is your neutral and reliable partner for your digital business.

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