

Press Release. 8th March 2011

AXICON VERIFIES SPIRIT AS ITS LATEST DISTRIBUTOR

Spirit Data Capture Limited, the independent mobile computing and data capture consultancy, has formed a new business relationship with Axicon, the world's leading provider of barcode verification solutions. Spirit will distribute Axicon's verifiers to customers in the UK and Ireland.

Based at Weston on the Green near Oxford, Axicon is the only UK manufacturer of barcode verifiers. Its products are used by most of the major retailers and pharmaceutical companies. Its verifiers provide the ideal complement to many of the other barcode and data capture products supplied by Spirit.

Axicon's linear verifiers are used for verifying the quality of barcodes employed in outlets such as leading supermarket chains. They play a key role in the supply chain – because if a product's barcode won't scan correctly, this can prove very costly to retailers. This can often result in consequential costs being passed onto the supplier.

It is therefore a requirement of the major retailers for suppliers to use ISO-compliant verifiers on their barcoded products to ensure that they comply with the retailer's standards and GS1 standards.

As part of the agreement with Spirit, Axicon will provide the company with all of the necessary training and documentation needed to support, promote and sell its products. It will also help with some initial client visits.

Ebbie Khadem, Spirit's Managing Director, says: "We are delighted to have developed this relationship with such a prestigious company as Axicon. This will enable us to provide an even more holistic service to our customers, many of whom will benefit from the reassurance that barcode verifiers provide."

Bob Stevenson, Axicon's Verifier Sales Manager, comments: "Our agreement with Spirit opens up new markets for us. Spirit is a highly professional company with a lot of useful contacts. We look forward to working closely with them in the future, to the mutual benefit of both our companies and our customers."

More information about Axicon's wide range of verifiers, along with links to instructional videos, can be found at www.axicon.com.

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Notes for Editors: Spirit Data Capture is based in Preston Brook, Cheshire. The company is an independent mobile computing and data capture house, with an in-depth knowledge of the latest wireless and mobile computing technologies which boost productivity and profitability.

Spirit's capabilities include software application development, mobile computing technology (e.g. rugged mobile computers), wireless network implementations, maintenance and other services. Its extensive client base includes a diverse array of organisations in the utilities, field service, transport and logistics, healthcare, government and manufacturing sectors.

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