



SYSTEMS | HARDWARE | LABELS | SERVICES

TOTAL BARCODING SOLUTIONS

Solutions that enable your organisation to achieve operational excellence through the intelligent application of Auto-ID software, cutting edge hardware technology and reliable labelling solutions.

The GSM Group - trusted for over 40 years to support and serve the needs of industry.





“BARCODING AND AUTOMATIC
DATA CAPTURE, DELIVERING
EFFICIENCY & 99% ACCURACY”

With supply chains becoming more complex and delivery expectations continuously increasing, Auto-ID barcoding & RFID solutions provide the accuracy and efficiency to meet your operational objectives and compete.

Our experts can help you to find the right barcoding solution to meet your data capture and tracking challenges.

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GSM Barcoding Auto-ID solutions provide complete end-to-end data capture solutions across all industry sectors. Our experienced team can help you with the selection and appraisal of new and replacement hardware, label design and print management to total barcoding solutions covering data collection, stock control and asset management.

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BARCODING SOLUTIONS

A combination of hardware, software, consumables and services, designed to your specific project needs.

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SOFTWARE & SYSTEMS

Integrated and modular software applications for barcoding, stock management and asset tracking.

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HARDWARE

The latest barcode scanners, mobile computers, printers and WLAN infrastructure from leading brands.

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LABELS & TAGS

Bespoke, printed and on-demand labels & tags, ensuring you have quality, compliant labels when needed.

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PROFESSIONAL SERVICES

An experienced technical team delivering support, installation, consultancy and site surveys.

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PARTNERS & CUSTOMERS

Check out our customer reviews and partnerships with industry leaders in barcoding hardware and software.



ABOUT US

GSM Barcoding is a leading UK-Based supplier of automated data capture & print solutions. Operating from offices in Bedfordshire and County Durham, our team of experts provide a nationwide service across a wide range of industry sectors from large manufacturers and warehouses to small e-commerce start-ups.

From labels and scanners to tracking your stock and assets with industry leading software systems, GSM Barcoding works with you to deliver the latest technology solutions that achieve your goals, improving accuracy, efficiency and mobility across your organisation. As part of the GSM Group, our customers benefit from over 40 years of expertise, independence and financial stability that enables us to continuously innovate and invest in new technologies and services.



HOUGHTON REGIS

Located close to Luton in Bedfordshire our Houghton Regis office provides barcoding solutions to organisations in the south and midlands.



BARNARD CASTLE

Situated in Co. Durham our Barnard Castle office serves operations in the north of the UK whilst providing nationwide technical expertise and support.

GSM GROUP

EST. 1974

Founded in 1974, the GSM group has grown via expansion and acquisition to include offices and manufacturing sites across the world from label and nameplates for the automotive industry to sheet metal fabrication and specialist software development. Our independent, privately held group provides solutions to industry across the UK and beyond.

BARCODING SOLUTIONS

Achieving your business goals requires the right combination of hardware, software and above all an experienced team who understand your operations. Our team of developers and barcoding experts work across industry sectors designing and developing barcode solutions and systems for a wide range of applications including, stock control, asset management, and label print solutions.



Stock Control

Through the right combination of stock control software, scanners and mobile computers, printers and labels, we deliver a stock control solution that is right for your business operations and processes.



Asset Tracking

Accurately keep track of fixed and loaned assets with the right combination of asset tracking software, mobile data capture devices and assets tags. Ideal for IT departments and maintenance managers.



Print & Labelling

Our print and label experts can advise and develop a solution for in-house on-demand printing solutions and provide printer bureau services with full label design, matching and label call-off service.



WLAN NETWORKS

Our technical team can help you implement or improve wireless networking throughout your site with an expert site survey and installation of business networking technology.





RFID & RTL SYSTEMS

For more advanced tracking GSM Barcoding have experience in providing RFID and RTLS solutions that enable the tracking of goods, people and assets without line-of-sight scanning. Increase speed and accuracy with real-time visibility via Wireless Bluetooth and Radio frequencies, turning barcodes into passive and active smart tag systems that work with sensors and gates to track locations and movements - in real time!



INDUSTRY LEADING TECHNOLOGIES

-  **Process more transactions quickly and accurately**
-  **Desktop and mobile device applications**
-  **Integrated multi site barcode solutions**
-  **Fast ROI with barcoding speed & accuracy**

SOFTWARE & SYSTEMS

Enabling real-time tracking and management of stock and assets across multi-site operations.

Visibility and control of your operations rely on the system design and software connecting your people, processes and assets. Our dedicated team of in-house developers and technology experts, design and implement software that enables you to connect to your internal systems, stock control, fixed asset management, field service data collection and work in progress monitoring.

Our team of fully qualified Sage® and Microsoft® developers manage the design, development and installation of your barcoding system, integrating into your existing I.T systems and post installation training and support if required. Our team, working across industry sectors have experience integrating barcoding solutions into your I.T systems using C#, ASP.NET, SQL, Oracle®, Core2, MVC and MySQL. With the latest expertise in web-based online stock tracking applications as well as on-premises based solutions we can develop a solution that suits your needs.

In addition to bespoke applications, our G-Smart Software® Suite provides a collection of modular software applications built for simple integration into your business. Ideal for SME's and operations moving from manual systems to barcode data capture.



Intuitive mobile stock management system for barcoding and tracking stock across multiple locations with wireless devices.

- Eliminate manual stock control
- Fast, accurate stock takes
- Advanced batch & serial tracking



Improve the efficiency and accuracy of your stock control with barcoding and mobile scanning of inventory linked directly to sage 50 accounts system.

- Track stock linked to Sage 50 - live!
- Browser-based & Mobile application
- Advanced batch & serial tracking



The G-Smart Assets system is a web-based solution that enables your business to track and control your fixed assets to one central location.

- Track fixed and loaned assets
- Cloud or on-site install
- Mobile maintenance features

G-SMART SUITE

G-Smart Software® Suite provides a collection of modular software applications built for simple integration into your business. Ideal for SME's and operations moving from manual systems to barcode data capture. G-Smart Suite makes the transition smooth with

a simple user interface, intuitive design and features enabling your business to work wirelessly within your business and across multiple locations. Speak to one of our advisors today for a free, live, walkthrough demo.



HARDWARE

Barcode Hardware from leading manufacturers

Our team of product experts are ready to assist you in selecting barcode technology hardware, helping you to make an informed choice on scanners, printers, mobile computers and associated technology.



SCANNERS

Select from devices that read 1D and 2D codes, scanners that operate in challenging environments and the latest compact companion scanners that work with your mobile devices such as iPhone®, iPad®, and Android® OS.



PRINTERS

Our fully trained team can guide you through the full range of printers from small desktop printers, ideal for shipping labels, to Industrial networked printers for high volume critical printing.



MOBILE COMPUTERS

Go beyond scanning and docking, with a mobile computer for data processing and improved communication, enabling workers to access timely critical data across your operations.

YOUR BARCODING PARTNER

With so many manufacturers, models and technical features having a technology partner that can provide free impartial advice will take the complexity and risk out of your projects. Working independently with leading brands such as Zebra® and Honeywell®, we can manage any size project providing expert advice on selection, integration and on-going support to your business operations.



Technology appraisal and selection



Provisioning, Integration and installation



Support and maintenance services

The range of barcode hardware is vast and the choice of features complex. GSM Barcoding's team of experts will help you choose the right hardware technology for your particular sector and application requirements. Choose the right technology first time.

We can help get your hardware set-up and ready to go. Saving time and money with the provisioning of handsets and the integration of hardware such as printers, scanners and mobile computers to your barcoding system. Call our team today to find out more.

Ensure you have the manufacturer-approved support for your hardware and keep them serviced and repaired should a fault occur. GSM Barcoding has many years of experience supporting businesses nationwide, speak to one of our hardware support advisors today.



LABELS & TAGS

The label is the keystone to barcoding and visual recognition. Getting the right label, when needed, is essential

GSM Barcoding has been helping businesses choose the right labels for over 40 years. Our team provide a range of services to help you, from setting up printing in-house to designing and providing pre-printed and specialist labels with automated replenishment call-offs. Whether you are looking for asset tags, to keep track of your IT assets, specialist automotive labels or custom-designed labels, we will be able to specify and design the right labels for you.

Design & Specification

Labels and tag designs that meet compliance, application, environmental, and durable requirements. Specific to your needs.

Bureau Services

For those who would prefer not to print labels in-house, GSM Barcoding can provide pre-printed labels with fixed or variable data.



Call-off Management

Ensure you get the right labels at the right time whilst guaranteeing quantity discounts and confidence of supply.



SPECIALIST LABELS

Our experts work with industry to provide specialist labels for a variety of challenging applications. We can design and deliver specialist labels with various adhesive qualities, heat and cold tolerances and resistance to chemical exposure. With over 40 years of experience in manufacturing, food, and automotive labels our team will find a solution that is right for your needs.

Chemical Resistant Labels

We supply a range of labels with thermal transfer printable polyester materials that offer outstanding chemical and abrasion resistance.

Temperature Tolerant Labels

Rated to 200 degrees centigrade our high-temperature labels are suitable for topside PCB labels, direct fire exposure (including firefighting equipment) and temperature intensive automotive applications.

Food Labels

We offer labels suitable for the unique constraints that many food products face, including labels for damp environments and freezer label material.

Automotive Labels

Manufactured with materials and adhesives designed to withstand mechanical, chemical and climatic exposure. All our labels comply with automotive OEM specifications and are listed in the industry's IMDS database.



Getting the right label, when needed, is essential for ensuring trouble-free operations.



PROFESSIONAL SERVICES

Get expert support for your project with GSM Barcoding. Our team support you to select the right barcoding solution for your particular industry sector and specific needs, combining installation, training and a range of support services that keep your operations running smoothly.

Consultancy Services

We offer consultancy services covering Auto-ID technology reviews, systems integration, plus hardware selection and compatibility advice. We offer total impartial and professional guidance.

Wireless Site Surveys

Our wireless site survey provides you with the right information for specifying and installing wireless infrastructure for your mobile working challenges. Our surveyors visit your operations and design a site-specific fully optimised wireless network.

Installation & Training

Through our nationwide network we provide expert installation of your printers, hardware and barcoding software systems. Ensure you get up and running quickly with our expert training.

Support & Maintenance Services

Our tech team provide dedicated support for barcoding software applications. Coupled with onsite maintenance contracts, we ensure your hardware repair and maintenance keeps your operations performing optimally.



Offering end-to-end barcoding solutions support and services

Partnering with a barcoding solutions provider with knowledge and experience brings enormous benefits to your business operations. With technology moving so quickly and changes in the industrial and customer base, Auto-ID can deliver efficiencies and new ways of working.

We understand the technology that delivers operational success

We have a unique view on what makes Auto-ID work for organisations. As one of the only businesses that design and develop software in-house, integrate into existing systems and provide the hardware, support and ongoing consumables we deliver a total integrated barcoding solution.

Working across industry sectors and application requirements

Working with warehouses, manufacturers, and food producers to defence companies and small business, we understand your industry drivers and compliance requirements. We can create a unique solution for tracking assets and stock, labelling and mobile working that delivers on your objectives.



99%

Accuracy rate with Auto-id systems such as barcodes. Adopting barcode technology virtually eliminates human error in operations data capture.

Choosing the right software, hardware and services is the key to successful barcoding solutions. Working as an end-to-end solutions provider, GSM Barcoding can provide your operations with the reassurance of service delivery.



**GAIN A
COMPETITIVE
ADVANTAGE
BY APPLYING
AUTO-ID
TECHNOLOGY
TO YOUR
OPERATIONS**



**OXKEM CHEMICALS,
OXFORD**

"Along with easy to use multi-location stock control G-SMart Stock has given us excellent batch traceability of materials across our production and supply processes. The system has easily fitted in with our internal processes benefiting all departments."

Alison Greenfield - Sales & Logistics Manager

OUR CUSTOMERS

Working across all industries and project challenges, we ensure that you get the solution you need.

"With a 50,000 sq ft manufacturing facility and hundreds of customer orders to manage, the bespoke WIP Master software from the team at GSM barcoding has made a significant improvement to our soft furnishings operations."

Premier Choice - Steve Dodds, Production Manager

"Barcoding to track our stock has improved accuracy and speeded up our warehouse operations. Our stock is easier to locate tracking our operations in real-time with G-Smart Link 50".

Electronic Warehouse - Justin Davidson, Financial Controller

"The G-Smart Link50 stock solution integrates our warehouse and Sage system allowing us to process our sales and purchase orders in a straightforward and efficient way with serial numbers for stock takes and historical enquiries."

Worldwind Music - Tim Head, Finance Director



Our partnership with Zebra technologies enables us to provide some of the leading edge technologies and solutions in the Auto-ID market. As a solution partner, we can incorporate Zebra's products in our "end-to-end" barcoding solutions.



As a Bartender partner we are trained to support organisations to transform their information into the labels, barcodes, RFID tags, smartcards and documents that drive productivity and improve safety, security, efficiency and compliance.



Our in-house developer team, work with Sage software to ensure that our G-SMart Link50 software work seamlessly with the Sage accounting package. As an approved Sage developer, customers have peace of mind.

PARTNERS

GSM Barcoding work with some of the largest brands in the Auto-ID and barcoding industry to deliver fully integrated solutions for your business. We are trusted partners for many technology leaders including Zebra, Honeywell, Bartender and Sage. Our

partnership status enables us to provide your business with the latest technology and technical solutions, backed by our training and service support, direct from the manufacturers. For more information contact one of our advisors today.

If you have any questions or would like to speak to a barcoding advisor, please do not hesitate to get in contact today.

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