**National Barcode Day   
SOCIAL MEDIA SUPPORT SET**

**ABOUT**

Back on June 26, 1974, the first UPC (on a pack of Wrigley’s Juicy Fruit gum) was scanned at a grocery store in Troy, OH. This was a momentous achievement for the grocery industry who had been begging for help. Now, we know this barcode scan literally changed the world—and for us, was the start of our AIDC industry that has transformed the supply chains of every industry and continues to do so today. Think about how often a barcode gets used in your everyday life—grocery store check-outs, deliveries, flights, etc. It’s truly the most amazing, and yet still inconspicuous, innovation!

To commemorate this historic event, we’ve created our own National Day! June 26 will now be known as National Barcode Day—it commemorates more than 40 years of efficiency and accuracy that began on June 26, 1974.

This year marks 50 years of the barcode. 50 years of the Barcode means 50 years of innovation, efficiency, and inspiration. We’re looking forward to celebrating with you this year and it’s going to be epic!

**COPY**

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The barcode has been shaping the world since June 26, 1974, and we look forward to where it will lead us in the future. How will you celebrate? Comment below!

🛒From a pack of gum to...? What was the last item you had scanned at checkout? Let us know below:

Mark it on your calendar, #NationalBarcodeDay is almost here—join us to celebrate on June 26!

👕Are you tired of people not recognizing your love for the barcode? How can you meet other likeminded #SupplyChainGeeks? For NBD, celebrate the barcode’s 50th birthday in style:

🎉📅Spread the word, share some content, and get an excuse to eat a whole cake. How you celebrate will be up to you, but you’re invited! 🥳

Never take the first scan for granted again! The history of the barcode is rich and incredibly interesting, check it out here:

Get the kiddos involved for National Barcode Day! 🖍 It’s always the right day to learn about how the supply chain works. Free to download, check out our fun coloring pages here:

🥳📅It’s all the scans we made along the way. It’s hard to believe how something so small can shape and reshape our industry. Here’s to a happy birthday to the barcode!

**LINKS**

National Barcode Day Landing Page: <https://www.barcoding.com/national-barcode-day>

Barcode History: <https://www.barcoding.com/blog/barcode-history>

NBD Video: <https://youtu.be/6kOiRe6o1RA?si=BQKQI-NlBo4P6GBl>

Swag Store: <https://supplychaingeek.com/>

Barcode Survey/Crowdsourcing: <https://barcoding.typeform.com/to/KWBxxYPG>

Coloring Book: <https://www.barcoding.com/coloring-book>

**HASHTAGS**

#nationalbarcodeday #barcodeday #supplychaingeek #happybarcodeday #barcoding #barcode #barcodes

**SOCIAL ACCOUNTS**

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