

April 10, 2008

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Photo: Paladin ID, Toby Burrell (Medfield, MA – left), explains the use of state-of-the-art automated identification to Lakes Region Community College (LRCC) Liberal Arts student, Felicia Hatch (Belmont – right). Burrell and Dana Ritchie (Laconia – not pictured), made an hour-long presentation to LRCC’s Introduction to Business class on Tuesday.

Burrell and Hatch are holding examples of bar codes used in industry today. In the background, is a PowerPoint slide created by Burrell and Ritchie showing the newest concept of omnidirectional scanning, which allows scanning in multiple ways.



The gentlemen brought multiple examples of scanners that have applications in retailing, healthcare, manufacturing, agriculture, gaming, and in other areas.

“Learning about the bar code business was very interesting,” says Hatch, who anticipates a minor in business at LRCC. “I didn’t know there was so much that went into the automated identification industry. Toby Burrell and Dana Ritchie were extremely informative and knew their industry well.”

Another member of Hatch’s class, Doug Morrissette (Gilford – not pictured), was also present for the Paladin ID presentation. Morrissette’s family owns Lakes Region Party and Blue Ribbon Basket on Court Street in Laconia. “I would like to consider implementing bar codes in the family business,” says Morrissette who will take over Lakes Region Party and Blue Ribbon Basket upon graduation. “Mr. Burrell and Mr. Ritchie explained after class how much bar codes would increase the efficiency of the business.”