

**Title:**

***BarCode ID Systems Announces New Name and Branding at MODEX Supply Chain Expo***

*BarCode ID Systems announces its new name and branding in Booth 2926 at MODEX 2016, the largest supply chain expo of the year, April 4-7 at the Georgia World Congress Center in Atlanta.*

**Body:**

Atlanta, GA, April 4, 2016 -- BarCode ID Systems, a business process improvement company and data automation systems integrator, has announced its official name change to Inovity—[www.inovity.com](http://www.inovity.com).

The new name for the 23-year old company reflects its continued and long-term evolution from a supplier of barcode systems to an enterprise software and services solution provider. Inovity offers complex data automation system integration, along with custom and tailored business process improvement software for manufacturing, warehousing, field service and healthcare.

According to Inovity co-owner and Executive Vice President, Steve George, "We felt our company name was far too limiting because we provide so much more for our customers. Although barcode technology will continue to be a core offering, we deliver solutions that don't involve barcodes at all." George continued, "The new name really speaks to who we are as a company. We have always prided ourselves on delivering complex solutions that center around innovation. Our new name reflects the unique and differentiated solutions we provide our clients that help improve their competitiveness and bottom line."

Along with the new name is the company's new slogan, "Know where. Know when. Know how." The slogan conceptually encompasses the services and results Inovity delivers for its clients: "Know where" refers to the critical need for today's corporations to know the precise location of all materials, production processes, products and inventory to enable real-time information and instant decision-making; "Know when" refers to the importance of knowing when crucial incidents are occurring throughout an organization, from the status of manufacturing work in process to being alerted of a production line stoppage due to mis-packaged or mis-labeled products; "Know how" has a dual-meaning: Inovity has the know-how to provide complex, innovative solutions that allow its clients to know how to improve their productivity, efficiency and ultimate profitability. As Mr. George added, "Our slogan speaks simply, yet in a clever way, to the actionable insights and knowledge we provide to our customers."

BarCode ID Systems was not alone in thinking its name was too narrow for the advanced solutions it provides. Research gathered by a marketing firm from numerous BarCode ID Systems' clients revealed an overwhelming consensus that the company's name was restrictive and did not accurately encompass what it provides. According to Inovity co-owner and President, Jack A. Tinsley, Jr., "Changing our name was essential as we wanted something that would speak to the broader vision of what we want to help our clients achieve. Our previous name served us well for many years but over time it started to feel small when compared to what we were actually doing." Tinsley continued, "The new name reflects the most important thing we can help our clients do, and that is to innovate. If we are successful helping them innovate, it will lead them to advances in productivity and accuracy."

Inovity is revealing its name change at Booth 2926 at the MODEX 2016 supply chain trade show, April 4-7 at the Georgia World Congress Center in Atlanta. As the largest supply chain expo of the year, MODEX offers solutions for the manufacturing and supply chain industries, connecting professionals with 850 industry exhibitors.

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Sponsored by MHI, the nation's largest material handling, logistics and supply chain association, MODEX offers over 150 free educational sessions and a preview of the MHI 2016 Industry Report, which focuses on supply chain realities and technologies that are transforming supply chain. Keynote speakers include Peter Diamandis, Chairman and CEO of XPRIZE Foundation; Jack Allen, Sr. Director, Global Logistics, Supply Chain Operation at Cisco, and *Shark Tank*'s Mr. Wonderful, entrepreneur and investor, Kevin O'Leary.

[Registration](#) for MODEX 2016 is free and provides access to the exhibit floor, educational conferences and the co-located Supply Chain & Transportation USA Exhibition & Conference.

Inovity will be exhibiting a wide variety of new technologies and solutions for supply chain efficiency and worker mobility, including RFID, ERP data integration, industrial automation software, enterprise printing solutions, wireless networking and security, managed services and more.

"We are thrilled to reveal our new name and branding at the most important supply chain show of the year," commented Inovity Marketing Director, Julie A. Leonard. "MODEX is a must-attend event where supply chain professionals can find virtually any solution they need to improve their business under one massive roof. As an experienced provider of advanced data automation solutions for manufacturing and distribution, Inovity will offer attendees the chance to see various Auto ID technologies in action and educate them on making their workers and processes more productive. Be sure to see us in booth 2926 to learn more." Leonard stated.

Additional information about MODEX 2016 is posted on Inovity's website, [www.inovity.com/MODEX](http://www.inovity.com/MODEX).

#### **About Inovity:**

Formerly BarCode ID Systems, Inovity is a business process improvement company that transforms technology into powerful, integrated solutions that drive efficiency and reduce costs. As a specialty IT systems integrator, Inovity designs and delivers innovative solutions that connect and relay crucial business information between all points of operational activity, in real time. By emphasizing workforce mobility, ERP data mobilization and business process intelligence, Inovity provides automated technology solutions for manufacturing, distribution, healthcare, retail and field service environments.

The company was established in 1993, is privately owned and headquartered in Atlanta, and maintains sales and engineering offices in Atlanta, Chicago, Boston, Greenville, SC, Greensboro, NC, Columbus, OH, Huntsville, AL and Ft. Lauderdale. With innovation at its core, combined with solutions for productivity, agility, efficiency, connectivity and visibility, BarCode ID Systems has become Inovity.

Contact:  
Julie A. Leonard  
Marketing Director  
800-452-7418, x9045  
[jleonard@inovity.com](mailto:jleonard@inovity.com)



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