

Innovative stock-taking solutions

By Cecilia Chan

Switzerland-based SpaceCode Sarl offers a range of Radio Frequency Identification (RFID) devices designed for diamond and gemstone suppliers as well as jewellery manufacturers who want to efficiently stock their goods and manage their inventories. Craig Cook, CEO and co-founder of SpaceCode, tells *JNA* how their products and services provide innovative and reliable solutions for the industry.

JNA: What are your key products?

Cook: SpaceCode is divided into the healthcare division, and the diamond and jewellery division. In the diamond and jewellery division, we currently carry six products under the PLEXUS DiamondJewel Collection. SmartBoard and SmartStation are designed for scanning RFID tags and stock taking; SmartCabinet can store and manage more than 10,000 items; SmartBox allows desktop storage of 100 items and functions as a safe that grants access to specific persons via biometric parameters; and SmartSAS

and SmartMiniSAS allow users to transfer goods between departments using a “digital handshake” which replaces the manual recording process.

JNA: What makes your products stand out from the competition?

Cook: As the diamond and jewellery industry handles high-value goods, we have to guarantee 100 percent reliability and accuracy. On top of this, SpaceCode’s products are not limited by any user constraints, unlike other RFID products in the market. For instance, SmartBoard can scan products placed in any orientations; units of SmartBox can be stacked against each other without any interference; and the read range of SmartBoard is so well-defined that the device would not pick up signals from items placed nearby.

JNA: How big is your product portfolio, and how often do you launch new products?

Cook: We innovate all the time. We do a lot of research and development to make sure we generate a high level of reliability and performance quality. Each product on average takes about three to six months of research before it goes to product development. We launch new products every quarter, and you can expect the upcoming series in early next year.

JNA: Where is your company headquarters located?

Cook: Our headquarters is located in Switzerland. Our office in France is responsible



Craig Cook, CEO and co-founder of SpaceCode



PLEXUS DiamondJewel SmartBoard by SpaceCode

for engineering, research and product development. We have set up SpaceCode Asia Pacific Ltd, a joint venture with Hong Kong-based Associated Environmental Systems Ltd (AESL) led by Anthony Chow, which serves as the headquarters in the Asia-Pacific region, and regional offices in Mumbai, India and Tel Aviv, Israel to maintain direct contact with the markets and give local support. We plan to set up our next office in New York. Through our sales team, we keep close contact with customers, and use their suggestions as the basis for our future products. The fact that we have local offices close to these markets is very important. *JNA*



PLEXUS DiamondJewel SmartMiniSAS by SpaceCode