

# The Universal Product Code

*Guest post by Stephen Gross.*

Have you ever wondered who regulates the Universal Product Code (UPC) and barcode industry? Probably not. Because of its complexity, there must be a central authority that administers these product identification numbers and the zebra-looking line segments on almost every product sold around the world. Even products imported from tiny villages in tiny countries have these identifying codes on them. There must be an international authority that determines all of this for those producers, right? Wrong.

But wait. Wasn't there a congressional hearing or presidential panel some years back that concluded it was in the consumer's best interest for businesses to come up with a system to manage the inventory of almost every product sold? No!

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