



LORPON

— LABELS —

BARCODES

PREPARING BARCODES

BARCODE CHECKLIST

- UPC is double checked ensuring the correct manufacturers identification number, product number and check digit
- Barcode is created in black backed with a white background
- Barcode is scalled between 80% - 200% magnification
- There is white space around all edges of your barcode (0.125")
- There is a specified area indicated in your artwork for your barcode

UNDERSTANDING BARCODES

An effective barcode is an essential component of your label in order to sell your product. In all, a barcode is an identification tool used at the point of sale. It's important to understand barcode fundamentals in order to make it effective.

There are usually two components; a barcode and a UPC. The barcode is the machine-readable component or the vertical lines that we see, where as the UPC is the human readable numbers. The UPC is a 12 digit number sequence and is composed of three parts:

The Manufacturer Identification Number - This is the first six digits that is uniquely assigned to a manufacturer by the Uniform Code Council.

The Item Number - the following five digits which is specific to each product. The manufacturer is responsible for issuing these numbers

The Check Digit - the last number used to verify the accuracy of the barcode.



PREPARING BARCODES

BARCODE DESIGN

A barcode design is quite simple, yet very effective. When creating your barcodes its best to design your barcode in black with a white background. At the point of sale, scanners measure the contrast between light and dark to obtain a reading. Due to the fact that black on white has the best contrast, it will ultimately resort to the best readability.

Size also plays a crucial role in the success of a barcode. Barcode sizing is determined by magnification, with scaling of 100% being ideal. Although barcodes can be set to a minimum of 80% (1.174" wide, 0.720" high) and maximum of 200% (2.936" wide, 1.8" high) magnification. For optimal readability, barcodes should be sized proportionally in terms of height and width to avoid truncation. Truncation occurs when the height of your barcode is adjusted, and your width is not. In circumstance this may need to occur due to allocated space on your label but could affect the readability of the barcode when scanned.

The last design element in creating a successful barcode is the quiet zone or white space. When being scanned, it's important to have a quiet zone to the left and right of your barcode. This indicates to the scanner where the barcode starts and stops. We recommend a 1/8" (0.125") of white space on each side of your barcode.



PREPARING BARCODES

BARCODE MAGNIFICATION TO DIMENSIONS CHART

| MAGNIFICATION | IDEAL MODULE WIDTH (INCHES) | EAN-13/UPC-A DIMENSIONS (INCHES) | | EAN-8 DIMENSIONS (INCHES) | |
|---------------|-----------------------------|----------------------------------|--------|---------------------------|--------|
| | | WIDTH | HEIGHT | WIDTH | HEIGHT |
| 80% | 0.010" | 1.174" | 0.720" | 0.842" | 0.574" |
| 90% | 0.011" | 1.321" | 0.810" | 0.947" | 0.646" |
| 100% | 0.013" | 1.468" | 0.900" | 1.052" | 0.718" |
| 110% | 0.014" | 1.615" | 0.990" | 1.157" | 0.789" |
| 120% | 0.015" | 1.762" | 1.080" | 1.263" | 0.861" |
| 130% | 0.016" | 1.909" | 1.170" | 1.368" | 0.933" |
| 140% | 0.018" | 2.056" | 1.259" | 1.473" | 1.005" |
| 150% | 0.019" | 2.202" | 1.350" | 1.579" | 1.077" |
| 160% | 0.020" | 2.349" | 1.439" | 1.683" | 1.148" |
| 170% | 0.022" | 2.496" | 1.530" | 1.789" | 1.220" |
| 180% | 0.023" | 2.643" | 1.619" | 1.894" | 1.292" |
| 190% | 0.024" | 2.789" | 1.709" | 2.000" | 1.364" |
| 200% | 0.026" | 2.936" | 1.800" | 2.105" | 1.435" |

SENDING YOUR BARCODE

There are multiple ways you can convey your barcode information to us. You can place an image of the barcode in your art file sized at the recommended specifications. You may also place a FPO (for position only) box in your artwork at the specified sizing and inform us of the UPC used. We will regenerate the barcode (unless specified otherwise) and send it out for your approval.