

Barcoding Guidelines

Sample barcodes should be submitted to Rural King for testing/approval a minimum of 30 days prior to the first shipment. When the vendor is ready to submit the samples, please email vendorcompliance@ruralking.com for further instructions.

Retail Unit Barcodes

Rural King requires the retail unit to be barcoded in the UPC-A format. Further detailed requirements are described in the pages that follow.

Example UPC-A barcode



Shipping Unit Barcodes

Expected Format: ITF-14 (1 2of5)

To ensure efficient flow through the distribution center, Rural King requires the ITF-14 (1 2of5) barcode format on the master and inner cases. Further detailed requirements are described in the pages that follow.

Example ITF-14 barcode



Retail Unit Barcode Requirements

1) General Info

- a) Each retail unit is expected to be marked with a unique UPC for that item.
- b) The specific format requested is the UPC-A format. If an alternative barcode, such as an EAN-13 is presently being applied the retail units, contact

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vendorcompliance@ruralking.com to discuss further. The remainder of this document will speak strictly to the requested UPC-A format.

- c) If there are items that may commonly be sold by the each or by the case, such as a case of oil, you must ensure that the UPC on the single unit is a different UPC than what is applied to the case.
- d) UPC bar codes applied to retail units may either be labels affixed to the packaging or printed directly on the packaging so long as they do not interfere with any graphics, instructions or regulatory/required information.
- e) The barcode should never be covered by banding or packaging. Opaque wrapping over the barcode should be avoided whenever possible.

2) Barcode Details

- a) Human readable characters must be printed beneath the barcode.
- b) Nominal size (100%) of a UPC barcode should measure 1.020" high x 1.469" wide, including the required quiet zones.
- c) The first 6 positions of the barcode should be the Vendor ID.
- d) If the Vendor ID is greater than 6 digits, the product ID positions (7 through 11) should be used as needed to provide the full Vendor ID.
 - i. For example, if the Vendor ID is 7 digits long, positions 1 through 7 would be the Vendor ID and positions 8 through 11 would be used for the product ID.
- e) If the Vendor ID is less than 6 digits long, zeros should be padded to the left of the ID to meet the required number of digits.
- f) Positions 7 through 11 should be a product ID (assuming a 6-digit or less Manufacturers ID).
- g) The 12th position of the UPC should be the calculated check digit.

Shipping Unit Barcode Requirements

1. General Info

- a) ITF-14 barcodes should be applied to all shipping units that contain multiple retail units.
 - i. If the shipping unit is the retail unit, then an ITF-14 barcode is not required as the UPC on the retail unit will be used for identification.
- b) Each ITF-14 barcode must be unique.
- c) An inner pack of Product A must have a different ITF-14 barcode than a master pack of Product A as these codes help identify both product and quantity shipped.
- d) Each ITF-14 barcode must be associated with a standard quantity. The same barcode cannot be used to represent a quantity of 12 on shipment A and a quantity of 6 on shipment B.
 - i. If the quantities that make up an inner pack or master pack ever change, a new unique ITF-14 barcode is required.
- e) The barcode should never be covered by banding or packaging. Opaque wrapping over the barcode should be avoided whenever possible.

- f) ITF-14 barcodes applied to shipping units may either be labels affixed to the packaging or printed directly on the packaging so long as they do not interfere with any graphics, instructions or regulatory/required information.
- g) ITF-14 barcodes should be applied to the lower right side of the carton with the largest surface area and the adjacent longest side and no closer than 1.25" to any edge of the carton.

2. Barcode Details

- a) Human readable characters must be printed beneath the barcode.
- b) Minimum size for an ITF-14 barcode is 1" high (including top and bottom bearer bars) x 3" wide, which provides for an "X" dimension of 25 mils.
- c) When the barcode is printed on a label, only the top and bottom bearer bars are required.
 - i. Care should be taken to ensure an appropriate amount of quiet space is present on the left and right margin (space between left edge of the label to the first bar and last bar to the right edge of the label).
- d) When the barcode is printed directly onto cardboard packaging, side bearer bars should also be included.
 - i. Care should be taken to ensure an appropriate amount of quiet space is present on the left and right margins when using side bearer bars.
- e) A wide-to-narrow bar ratio between 2.5:1 and 3.0:1 needs to be adhered to. The wide-to-narrow bar ratio refers to the width of the wide bars compared to the narrow bars. A 2.5:1 ratio means the wide bars are 2.5 times wider than the narrow bars.
- f) If an ITF-14 barcode is to be printed on a label we would prefer the label design to adhere to the following format:
 - i) The first position of an ITF-14 barcode should be the package level indicator.
 - ii) Positions 2 through 13 should be the Vendor ID plus the item number.
 - iii) The item number should remain the same from retail unit to master carton.
 - iv) The last digit should be the calculated check digit based upon the first 13 characters.

1. Barcode Quality

- a) Symbol Contrast
 - i. The preferred background color is white for all barcodes, the only exception being those barcodes printed directly onto cartons. If the vendor is generating a label, it should be white unless directed otherwise.
 - ii. For barcodes printed directly onto cartons, care should be taken to ensure sufficient contrast is present between the barcode and background on which it is printed.
 - iii. Black is the preferred color for the barcode. The barcode cannot be red, blue, or purple.
- b) Durability
 - i. Items exposed to the elements during shipment or storage should have barcodes applied using methods and materials that will not fade, detach, or deteriorate in anyway such that they would become unable to be scanned.
- c) Print Quality

- i. Inability to scan your barcodes can result in fines. It is recommended that the quality of barcodes being applied is closely monitored to ensure high quality.

If there are any questions regarding these barcode guidelines, you may direct your questions to vendorcompliance@ruralking.com

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