

# Barcode location for general distribution

## Fact Sheet

### Introduction

Items for General Distribution Scanning include any items handled as a single unit in the transport and distribution process. This definition covers a wide variety of package types, such as pallets, cartons, cases, and bins. These items can be trade items and/or logistic units.

### General Rule

The barcodes on units intended for a General Distribution Scanning environment shall be upright (i.e., in picket fence orientation) and placed on the sides of the unit. Each item shall have at least one barcode, and two are highly recommended. The barcodes should be kept away from any vertical edges so that they are less likely to be accidentally damaged in transit.

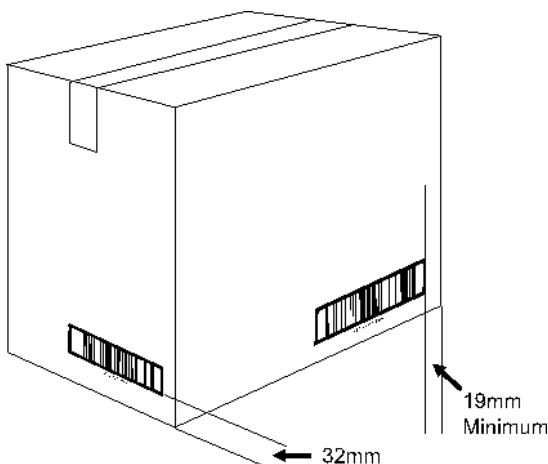
### Cartons and Outer Cases

Whilst the absolute minimum requirement for non-retail trade items is one barcode, for efficiency of scanning it is highly recommended that a minimum of two barcodes be printed/applied to the sides of the carton.

Ensure that:

- The lower edge of the vertical bars (not the bottom of the surrounding horizontal bearer bar of an ITF-14 barcode) are exactly 32mm from the lower edge of the base of the carton
- No part of the barcode, including the bearer bars on an ITF-14 barcode and Quiet Zones, is closer than 19mm to any vertical edge.

**Figure 1: Barcode placement on Cartons and Outer Cases**

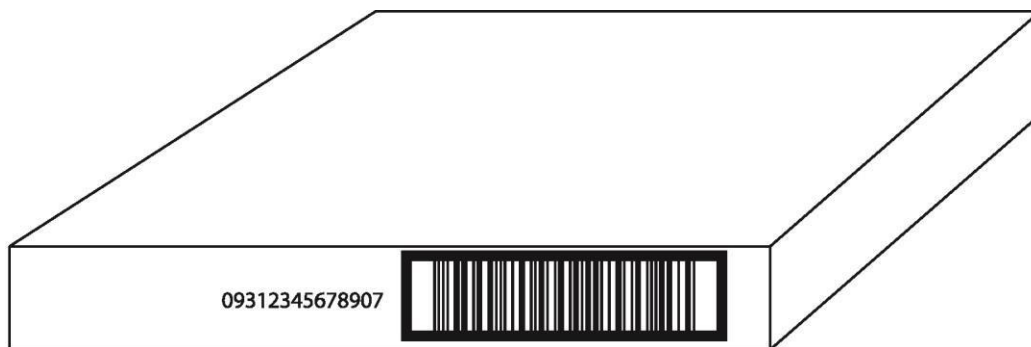


## Shallow Trays

If the height of the non-retail unit is less than 50mm, making it impossible to print a full height barcode with the Human Readable Interpretation below the bars or if the construction of the unit is such that the full height barcode cannot be accommodated, the following options should be considered (in order of preference):

- Place the Human Readable Interpretation adjacent to the barcode, outside the Quiet Zones
- When the height of the unit is less than 32mm, the barcode may be placed on the top of the package, with the bars perpendicular to the shortest side, no closer than 19mm from any edge

**Figure 2: Barcode placement on Shallow Trays**



## Film-Wrapped Items

If individual trade items in a film-wrapped (shrink-wrapped or stretch-wrapped) package all have barcodes, and the film-wrapped package also has a barcode, the danger exists of a scanner reading the barcodes on the trade items within the non-retail package.

Make every possible effort to obscure the barcodes on the trade items inside the film-wrapped package. Place the retail trade item barcodes close to the base of the item, in ladder orientation. This allows tray sides to obscure whole barcodes, not just reduce the height of (truncate) them.

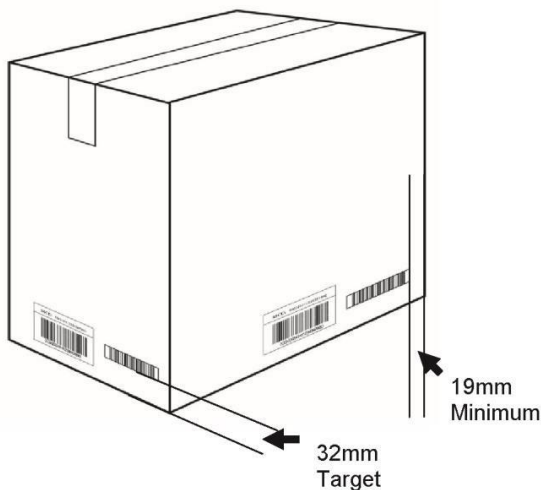
If possible, place all retail trade items in the film-wrapped non-retail package with the barcode facing inwards. You can also use film-wrap that has obscuring patterns on it that hide the barcodes on the inside of the wrapper.

## Attribute Data (Add-On barcodess)

The preferred location for attribute data is aligned with and to the right or left of the main barcode so that a consistent horizontal location is maintained. It should be as close as possible to the main barcode whilst respecting the Quiet Zones and ensuring that it does not obscure the pre-existing barcode. If data can be concatenated and one barcode produced, this option should be pursued.

Barcodes containing data essential for complete item identification (trade measurements for example) should be aligned with and to the right of the barcode containing the Global Trade Item Number (GTIN).

**Figure 3: Add-On barcode location**



## Pallets

For all types of pallets, including full pallets containing individual trade items and single trade items, (such as a fridge or washing machine), barcodes should be placed at a height between 400mm and 800mm from the base of the unit. Including Quiet Zones, the barcodes should be no closer than 50mm from any vertical edge to avoid damage. For pallets less than 400mm high, the barcodes must be placed as high as possible while protecting the logistics label.

**Figure 4: Logistics Label location on a Pallet**

