

**Fasteners
HARDWARE**



SSCC

093123451111111116

CONTENT

19312345000002

USE BY (DD/MM/YY)

11/12/15

COUNT

20 Boxes

BATCH

246730



(02)19312345000002(37)20(17)151211(10)246730



(00)

**BAR CODE
TESTER**



Australia

Testing Service

Bar Code Verification Reports



Bar Code Testing Service



Suppliers - *Don't lose out on sales because your products won't scan*

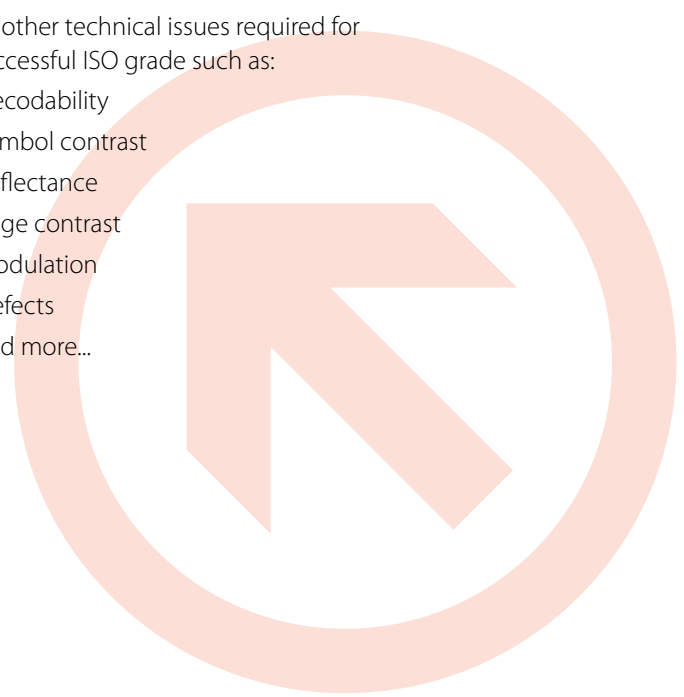
- If you want to sell your products in major retail outlets or healthcare providers in Australia, you will need a GS1 Bar Code on your product packaging
- Your bar code should scan first time, every time. If it does not scan, the retailer will reject your product because it will cause delays at checkouts – no one wins, you both lose out on sales
- When you have a bar code on a product that doesn't scan, even if it is still selling, your sales will not be recorded in the Point-of-Sale (POS) or inventory systems and you won't automatically receive new orders for your product. You lose out on sales once again
- A bar code that scans correctly through the supply chain will help your product reach the shelf on time
- If your bar code doesn't scan, you will have to take corrective action, including re-packaging or over-labelling of your product, potentially causing thousands of dollars in rework, delayed sales and manual handling
- You need to be sure that a bar code will scan successfully on all scanners – a bar code that scans on one scanner may not work on another one

The Solution for Suppliers

- GS1 Australia offers a cost effective bar code testing solution to allow you to proactively ensure your bar codes will scan successfully
- GS1 Australia's Bar Code Testing Service can save you from making costly errors, and help you ensure your products won't be rejected or returned because they don't scan

Get it right and save time and money

- The GS1 Bar Code Testing Service reports on the scanning performance of bar codes and whether they conform to the ISO 15416 Print Quality Standard
- The GS1 Bar Code Verification Reports issued will alert you to a range of problems with your bar code such as:
 - › Wrong colours used
 - › Size of bar code is not correct (height and magnification)
 - › Insufficient Quiet Zones
 - › Incorrect bar code number (GTIN) used (incorrectly re-used / transposed GS1 Company Prefixes / not authorised to be used)
 - › Incorrect location / placement of bar code
 - › And other technical issues required for a successful ISO grade such as:
 - Decodability
 - Symbol contrast
 - Reflectance
 - Edge contrast
 - Modulation
 - Defects
 - and more...



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We use the GS1 Australia Testing Service both for our own QA and to receive Bar Code Verification Reports that most of the big retailers require for a product to be accepted. The turn-around is quick and we often email through digital artwork to get an initial Interim report to make sure everything is ok before going to print.

We also request pre-production samples from our overseas suppliers that we send for testing before the production starts in case there are any issues.

At the end of the day, the most important aspect of a product is its bar code. If we deliver a product whose bar code doesn't scan it will be sent back. //

Carl Uvesten

Online Marketing & Graphic Design Manager

Dalton Packaging

Successful bar codes may not be as simple as you think...

- After your product's bar code has been tested, we provide you with a detailed GS1 Bar Code Verification Report highlighting:
 - › Whether the bar code complies with the minimum acceptable ISO 15416 standards as an indicator of likely scanning performance
 - › The bar code scan rate based on GS1 Australia's observations
 - › Whether the bar code meets the GS1 guidelines for location and
 - › What scanning environments it complies to (hand, omni-directional, automated - high speed)
 - To save themselves from the costly handling errors, time and money wasted when products don't scan, many retailers now require GS1 Bar Code Verification Reports before they will accept your product
 - When the consumer product, outer cartons and logistics labels are being developed, the marketing team, graphic designers and packaging department typically manage the design and layouts. To ensure the quality of bar codes leads to successful scanning, first time every time, many businesses use the GS1 Australia Bar Code Testing Service as outsourced quality control of packaging and labelling development
- GS1 Australia has a dedicated team of more than 15 professional experts in Melbourne and Sydney who have tested more than 1.5 million bar codes over the last 20+ years to make sure they meet the GS1 standards
 - You can bring in or send either a sample product or product packaging to our testing facilities in our Melbourne or Sydney offices. GS1 Australia then performs a series of very detailed checks to ensure the bar code conforms to the standards and will be able to be scanned in all required scanning environments
 - Reports are issued as a PDF via email or can be faxed
 - Reports remain valid for 12 months from the date of issue, although for frequent changes in packaging, more regular testing may be required
 - If your bar code doesn't scan our team can give you or your printer advice on how to correct it to ensure that it does



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GS1 Australia Bar Code Testing has ensured our company maintains the highest standard in quality of packaging and product. We send through a number of products weekly and the team at GS1 Australia are always quick to reply and willing to discuss any issues relating to the bar codes and offer advice for future bar coding and how to increase efficiencies by picking up problems before we go to market. ITW Proline is very satisfied with the service that GS1 Australia provides and looks forward to the continued association with GS1 Australia in the coming years. //

Jon Stinear
National Business Analyst
ITW Proline

A small price to pay for the reassurance your bar code will work ...

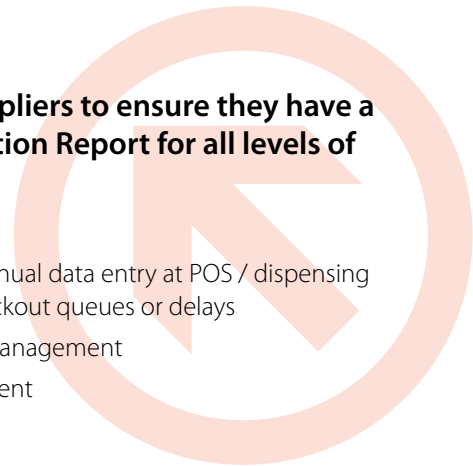
The Bar Code Testing Service can help you:

- Save time and save money by eliminating costly errors
- Get your products on the shelves faster
- Ensures products can be automatically re-ordered by trading partners based on scanned sales
- Build stronger relationships with trade customers who will be happy to range your products, confident they will successfully scan

Are you a retailer, wholesaler or healthcare provider?

By asking all your suppliers to ensure they have a GS1 Bar Code Verification Report for all levels of packaging you can:

- Eliminate scanning errors
- Eliminate the need for manual data entry at POS / dispensing and therefore reduce checkout queues or delays
- Improve your inventory management
- Improve stock replenishment



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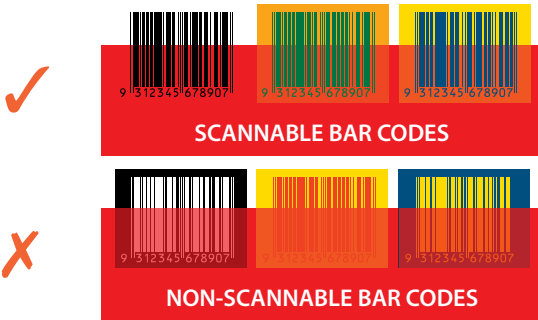
The Woolworths Group of companies publishes detailed Vendor Guides to assist our suppliers. Our Packaging and Bar Code Specification documents state that the correct bar code symbology is mandatory, and that all consumer and carton bar codes need to have a Bar Code Verification Report supplied by GS1 Australia.

These are submitted to Woolworths prior to ranging and are re-verified every 12 months to ensure continuing accuracy. Accurate first time, every time scanning is critical in a highly automated supply chain like ours, and the assurance of GS1 certification is considered indispensable. //

Ian Dunn
Senior Business Manager
Woolworths

THE BAR CODE “DOs AND DON'Ts”

Some bar codes look like a problem from the start



Colour

It is vital that the colour of the bar code and its background are recognisable by a scanner. A dark bar code on a light background is essential for scannability. Refer to the bar code colour chart for examples of both scannable and non-scannable bar codes.



Height

Cutting the bar code height to fit in with package design is not recommended due to the scanning problems it causes.



Printing the bar code

Once your bar code has the correct size, height, colour and location, it is then just as important to ensure the bar code is not smudged or blurred. The bar code must show crisp, clear, well defined bars. Imperfections in the bar code will confuse the scanner and will make your bar codes illegible.



Quiet Zones

To read a bar code correctly, a scanner must be able to clearly read where the bar code starts and finishes. Areas to the left and right of the bar code must be kept clear of obstructions that may cause scanning difficulties.



Location

The location of the bar code on your product must be taken into consideration in your overall product design. GS1 Australia have a set of recommendations, however, the product must be considered in its final form before the bar code can be applied. Seams, seals, additional labels, corners, overlapping materials etc can infringe on a bar code and make it illegible to the scanner. Pallets (and any other logistic units) also have location requirements, for more information refer to the GS1 Australia User Manuals.

...BUT SOME BAR CODES LOOK FINE BUT CAN STILL BE A PROBLEM



Bar code in wrong magnification
(it has to be 80% to 200% in size, label was submitted at 47%)



Bar code looks fine but does not meet minimum ISO grade
(guard bars are varying in size)



The GTIN in the bar code does not match the GTIN in the text below
the bar code (wrong Check Digit number)



Bar code is an incorrect magnification for automated (high speed) scanning
(label was submitted too small)



Bar code is not authorised for use by that supplier
(unauthorised bar code numbers, just made up)

* GTINs and descriptions have been blurred to protect member numbers

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The Supercheap Auto Group has an automated supply chain that is heavily reliant on the scan of a bar code – we therefore need to ensure that the bar code is verified to scan before arrival into our stores or our distribution centres. The membership service that GS1 Australia offers to verify the scanability of bar codes is of great benefit to all involved in the supply chain.

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The key steps to make sure your bar code scans

1. Check your GS1 Australia membership is current, and what range of bar code numbers (GTINs) have been issued to you
2. Attend GS1 Australia Classroom LEARN training sessions that step you through how to allocate a number (GTIN) and successfully create bar codes
3. Download the latest GS1 Australia User Manuals for bar code numbering and bar code symbol technical details from www.gs1au.org/information_library/user_manuals.asp
4. Ensure you have allocated different and appropriate bar code numbers (GTINs) to each different level of packaging
5. Ensure each separate product variant has a different bar code number (GTIN)
6. Check you have not duplicated or incorrectly re-used any bar code numbers
7. Ensure you have calculated your Check Digit correctly. See GS1 Australia's website at www.gs1au.org/membership/check_digit_calculator/ for more information
8. Ensure you know when you need to change a bar code number (GTIN). See GS1 Australia's website at www.gs1au.org/membership/change_gtin.asp for more information
9. Check the bar code is correctly positioned / located on your product and that it has sufficient Quiet Zones (blank space around it)
10. Check that there is sufficient print contrast. The bar code doesn't have to be in black and white but scanners work on the basis of a contrast between dark bars and a light background
11. Check that the bar code is the appropriate magnification, that the bar height is correct and that your printer knows what the specifications are
12. Ensure that no shrink-wrap, tape or any other part of the product or printing obscures the bar code
13. Check that the general print quality is clear and that the bars have clear definition without any printing imperfections

Once you have followed all the above steps, then send your bar code to GS1 Australia to be tested by GS1 Australia's team of experts. The trained eye can spot many bar code quality issues, but our team will assess the finer details.

Interim Bar Code Verification Reports VS Final Bar Code Verification Reports

To ensure issues or errors are picked up as early in product development process as possible, GS1 Australia can perform an interim assessment of your product bar code on proof copies, sample artwork or mock up products. While interim reports cannot assess all aspects (eg. print quality ISO grades), they may prevent significant errors from occurring early in the product development cycle. Interim reports only remain valid to trading partners for 6 weeks, and can not be used to list a product with retailers, but can be used to get the listing process started.

Final Bar Code Reports are issued when the bar code samples are submitted as final product samples. The bar code quality depends on the printing process and the final packaging materials used and location of the bar code on the final configuration of the product.

Final Reports are required in order to complete the listing process with retailers.

For more information on bar code testing visit www.gs1au.org/services/barcode_testing/

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We find the GS1 Australia Bar Code Testing Service a very efficient and useful way to ensure our packaging meets the highest standards. The quick turnaround for Bar Code Verification Reports and the feedback the team gives us enables us to make the changes needed before our products go to market. //

Graham Loosley

Coated Abrasives Product Manager - Pacific Region

Saint-Gobain Abrasives





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www.gs1au.org



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