APPAREL AND GENERAL MERCHANDISE

EAN / U.P.C. Tag Format & Placement

GS1 US APPAREL & GENERAL MERCHANDISE GUIDELINE

R2.0 — DEC 07 2015
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ABOUT GS1

GS1® is a neutral, not-for-profit, global organization that develops and maintains the most widely-used supply chain standards system in the world. GS1 Standards improve the efficiency, safety, and visibility of supply chains across multiple sectors. With local Member Organizations in over 110 countries, GS1 engages with communities of trading partners, industry organizations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards. GS1 is driven by over a million user companies, which execute more than six billion transactions daily in 150 countries using GS1 Standards.

ABOUT GS1 US

GS1 US, a member of the global information standards organization GS1, brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 Standards. Nearly 300,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code (EPC®)-enabled RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). www.GS1US.org.
1 EXECUTIVE SUMMARY

Apparel and general merchandise have traditionally used EAN / Universal Product Code (U.P.C.) barcode symbols (specifically UPC-A, UPC-E, and EAN-13) to uniquely identify merchandise. The application of EAN/U.P.C. barcodes to apparel and general merchandise differs significantly from that of grocery products. Barcode symbols on grocery products are usually part of the artwork of the box, label, can or bottle that contains the product. For apparel and general merchandise, specifically on non-packaged ready-to-wear apparel, the recommended marking approach is to incorporate the barcode symbol into existing tags or packaging.

This guideline was prepared by GS1 US to assist the apparel and general merchandise industries with the application of EAN/U.P.C. barcodes in order to support successful barcode scanning in the retail environment. It is based on the GS1 General Specifications, and was developed using information obtained from industry members.

The original guideline was published in 2007. Since that time, the retail landscape has seen technological advances and improved business processes. This document updates the guideline accordingly to include new features, best practices, and clarifications. Specifically, this document includes the following changes to the original guideline:

- Reorganization to promote clarity
- Replacement of the word “label” with the word “tag”
- Addition of citations to applicable GS1 General Specifications sections throughout
- Addition of guidelines for heat imprint (i.e., tag-less) label placement, including images
- Deletion of the packaged product placement information previously provided in Chapter 8 - General Format Guidelines for Apparel and Fashion Accessories Labels of R1.0 of this guideline (the deleted information are the same guidelines as provided on the GS1 General Specifications Section 6.4 and 6.6)

NOTE: As with all GS1 Standards and solutions, this guideline is voluntary, not mandatory. It should be noted that use of the words “must” and “require” throughout this document relate exclusively to technical recommendations for the proper application of the standards to support the integrity of your implementation.

1.1 PURPOSE

This document provides detailed guidance about the format and placement of EAN/U.P.C. barcode symbols on apparel and general merchandise in order to facilitate the use of automated checkout equipment and technology in department, specialty and chain stores.

1.2 SCOPE

This guideline applies to apparel and general merchandise (including accessories). It provides detailed guidance for a wide variety of products (including hanging apparel, plastic packaged products, and boxed products) with specific guidance for each ticketing or packaging variation.
1.3 HOW TO USE THIS GUIDELINE

The guidance in this document covers a wide variety of products including hanging apparel, plastic-packaged products, and boxed products. All general merchandise and apparel manufacturers should first thoroughly review Section 2.4 - The Information Zones Concept and Section 3 - Barcode Marking Guidelines.

- **Section 2.4 - The Information Zones Concept** explains the proper method for arranging the barcode and product information on a tag into standardized formats that are consistent from vendor to vendor and across industry boundaries.
- **Section 3 - Barcode Marking Guidelines** explains the overall rules and guidelines for the successful use of barcodes on apparel and general merchandise.

**Section 4 - Tag Format Guidelines** defines the standardized layout and format for various types of tags used with apparel and general merchandise. Detailed tag format guidelines based on the information zones concept are provided with sample images. Apparel and general merchandise manufacturers should use the section that corresponds to their ticketing or packaging needs.

**Section 5: Tag Placement Guidelines** provides detailed illustrations that show exactly where labels should be attached to merchandise. Apparel and general merchandise manufacturers should use the section that corresponds to their ticketing or packaging needs.

1.4 REQUESTING CHANGES/UPDATES TO THIS GUIDELINE

Companies participating in this voluntary standard are invited to submit change requests for this guideline to GS1 US. Such submissions will be reviewed, and codified in subsequent publications of this guidelines (where appropriate).

1.5 NORMATIVE REFERENCES

The standards listed below are referenced in this guideline. The relevant provisions contained in the referenced specifications constitute provisions of the guideline.

- **GS1 General Specifications** – Available at [www.gs1.org/genspecs](http://www.gs1.org/genspecs)
  - Section 2.1.6.2 - Company Internal Numbering
  - Section 5.2 Linear Barcodes – EAN/UPC Symbology Specifications
  - Section 5.2.1.3.3 - UPC-A Barcodes
  - Section 5.2.1.3.4 - UPC-E Barcodes
  - Section 5.2.1.4.1 - Dimensions and Tolerances- Nominal Dimensions of Characters
  - Section 5.5.2.7.1 - Symbol Specification Table 1 – Trade Items Scanned in General Retail POS and not General Distribution
  - Section 5.2.3 Human Readable
  - Section 5.5 Barcode Production and Quality Assessment
  - Section 6.2 – General Placement Principles
  - Section 6.3 – General Placement Guidelines for Point-of-Sale
  - Section 6.4 – Placement Guidelines for Specific Package Types
  - Section 6.5 Symbol Placement for Clothing and Fashion Accessories
1.6 INFORMATIVE REFERENCES

- Guidelines for Supply Chain Identification (available in the GS1 US Store)
- Guidelines for Producing Quality Symbols (available in the GS1 US Store)

2 BACKGROUND CONCEPTS

2.1 UNDERSTANDING THE GLOBAL TRADE ITEM NUMBER (GTIN)

The Global Trade Item Number® (GTIN®) is the globally unique GS1 Identification Number used to identify “trade items” (i.e., products and services that may be priced, ordered or invoiced at any point in the supply chain). GTINs are assigned by the brand owner of the product, and are used to identify products as they move through the global supply chain. The GTIN uniquely identifies a product at each packaging level (e.g., a pair of socks; a case of 200 pairs of socks, etc.).

The GS1 General Specifications include four GTIN numbering structures that enable GTINs to be assigned as 8 digits, 12 digits, 13 digits, or 14 digits in length (known as GTIN-8, GTIN-12, GTIN-13 and GTIN-14, respectively). Any/all of these GTIN structures are acceptable for global trade. Manufacturers and suppliers who use any of the four GTIN formats need not make any changes to their current product identification process. *(Note: U.P.C. is a GTIN (specifically, a GTIN-12).)*

Although GTINs can be assigned as 8, 12, 13 or 14 digits in length, GTINs must be transmitted and stored in a database as in 14-digit format by adding leading zeros as necessary to make 14 digits. In order to preserve any leading zeros that may be present, the GTIN field should be represented in a database as a text field (not numeric). For example, a vendor using a GTIN-12 would right justify the number in a 14-digit field and left-fill the remaining two spaces with zeros. For more information about the GTIN, see the Guidelines for Producing Quality Symbols.

*NOTE: GS1 US recommends that systems and applications must be able to process a minimum of 13 digits at point-of-sale (POS). It is strongly recommended to expand all internal databases to accept the full 14-digit GTIN format for ordering, shipping and receiving.*

2.2 IN-HOUSE AND PRIVATE LABEL BARCODE SYMBOL MARKING

Retailers may elect to accelerate the availability of scannable barcode symbols on their merchandise inventory through the use of in-house symbol marking. The U.P.C. Prefix 4 is provided for this purpose. Under this system, retailers may assign 12-digit GTINs beginning with the digit 4, with the next 10 digits available for unique internal stock-keeping-unit (SKU) identification. These 12-digit numbers are carried by UPC-A symbols.

Retail in-house and private label barcodes (including the U.P.C. Prefix 4) are completely acceptable and do not conflict with these EAN/U.P.C. tag marking guidelines for apparel and general merchandise. *(For more information about numbers reserved for internal company use, refer to GS1 General Specifications Section 2.1.6.2 - Company Internal Numbering.)*
2.3 LABEL TEXT VS. BARCODE HUMAN READABLE INTERPRETATION (HRI)

For the purposes of GS1 Standards, there are two types of text that appear on a label, package, or item: Human-Readable Interpretation (HRI) and Non-HRI Text.

- **Human Readable Interpretation (HRI)** is the text that appears below or beside a barcode. This text presents the information that is encoded in the barcode in a human-readable format. HRI represents the same characters as are carried in the barcode.

- **Non-HRI Text** is all other text on package, label or item.

![Figure 1. HRI versus Non-HRI Text on a Tag](image)

GS1 Standards require the printing of both the barcode symbol and the HRI that represents all of the information encoded within that barcode. With EAN/U.P.C., printing of barcodes includes the printing of both the symbol and the HRI. Therefore, within this guideline, the term “barcode” is used to refer to the symbol with its associated HRI. The term “product information” is used to refer to all of the Non-HRI Text appearing on the label.

2.4 THE INFORMATION ZONES CONCEPT

Consistency in how merchandise identification information, including the barcode, is laid out on merchandise tags a key factor in the successful use of barcode symbols at the retail point-of-sale. However, prior to these guidelines, there was no consistency in the format of product identification information presented on tags. In response, the General Merchandise and Apparel Implementation Committee and cooperating trade associations developed voluntary guidelines for how to organize product identification information on apparel and general merchandise tags using “information zones.” The information zones concept provides an overall framework for product identification information on apparel and general merchandise tags.

With the information zones concept, the product information needs of the vendor, retailer and consumer are organized into seven information zones. The information zones include the barcode and non-HRI Text provided on a tag to identify the product.
The information zones are listed in the following table with a summary of the information that is included in each zone and a description of its required or optional status:

<table>
<thead>
<tr>
<th>ZONE 1</th>
<th>Merchandise Identification</th>
<th>The primary merchandise identifier assigned by the manufacturer [e.g., non-HRI text product identifier (PID)].</th>
<th>always required</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZONE 2</td>
<td>Vendor Information</td>
<td>Provided for optional vendor production information such as cut number and dye lot, and is primarily used in apparel marking.</td>
<td>always optional</td>
</tr>
<tr>
<td>ZONE 3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>always required</td>
</tr>
<tr>
<td>ZONE 4</td>
<td>Consumer Information</td>
<td>Any optional product information for the consumer, such as fiber content and country of origin.</td>
<td>always optional</td>
</tr>
<tr>
<td>ZONE 5</td>
<td>Size / Dimension</td>
<td>Size is a key requirement for the consumer.</td>
<td>usually required except where defined by the product (e.g., towels)</td>
</tr>
<tr>
<td>ZONE 6</td>
<td>Space for Retail Price</td>
<td>1 x 1¼ inch space that allows the addition of price stickers to vendor barcode tags. Space for retail price may be actual space on Zone 6 tags, or reserved space on boxes or packages.</td>
<td>usually required except where defined by ticket format (e.g., sewn-in tickets)</td>
</tr>
<tr>
<td>ZONE 7</td>
<td>Manufacturer’s Suggested Price</td>
<td>If provided, must be perforated for optional removal.</td>
<td>always optional</td>
</tr>
</tbody>
</table>

Table A. Information Zones

The concept of the information zones is used throughout this guideline. Each section explains the application of information zones to the specific tag or packaging requirements of that section. With minor variations by tag or packaging type, the same seven information zones apply to all apparel and general merchandise tags.

2.5 HEAT IMPRINTED (TAG-LESS) LABELS

Heat imprinting is an application method whereby regulatory information such as the fiber content, country of origin, and identity of the manufacturer for textile products is applied directly to the product, in lieu of hang tag (hanging label), sewn-on (joker), or sewn-in labels. The Tag Placement Guidelines in this document have been updated to include images and guidance for heat imprinted (tag-less) labels wherever applicable.

2.6 NOTE ABOUT PACKAGED PRODUCTS

For packaged products not specifically covered in the Tag Placement Guidelines in this document, refer to the guidelines in the GS1 General Specifications Chapter 6 (specifically, Sections 6.4, 6.5.5, and 6.5.6).
3 BARCODE MARKING GUIDELINES

For apparel and general merchandise (particularly non-packaged, ready-to-wear apparel), the recommended marking approach is for suppliers to incorporate the EAN/U.P.C. barcode into existing tags, tickets or packaging. The following EAN/U.P.C. barcode marking guidelines apply to all apparel and general merchandise products. This includes all barcode marking variations described in this guideline, and all types of merchandise presentation including hanging, folded, packaged or free-standing.

- Identify apparel and general merchandise using EAN/U.P.C. barcodes.

- The technical specifications for UPC-A and UPC-E barcodes are defined in the following sections of the GS1 General Specifications: Section 5.2 Linear Barcodes – EAN/U.P.C. Symbology Specifications; Section 5.2.1.3.3 for UPC-A; and Section 5.2.1.3.4 for UPC-E.

- Identify apparel and general merchandise at the lowest product variant level (size / color). Each size and color must have a unique identification number (GTIN).

- Individually mark each merchandise item with an EAN/U.P.C. barcode. Standard shipping assortments and other vendor / retailer prepack arrangements do not preclude item-specific barcode marking requirements. Prepack merchandise can be marked as a single item only if the consumer must buy the entire set (e.g., men's underwear is sold in packages of three).

- Tickets, tags and packaging containing barcodes may be of varying overall sizes as desired by vendors. No restrictions apply to the overall size, shape, or color of brand identification tags or packaging that incorporate the barcode.

- For technical information on UPC-A and UPC-E barcodes, refer to the GS1 General Specifications Section 5.5.2.7.1 Symbol Specification, Table 1 – Trade Items Scanned in General Retail POS and General Distribution.

- The EAN/U.P.C. barcodes are referred to as the “nominal size symbol.” Refer to the GS1 General Specifications Section 5.2.1.4 for an overview of dimensions and tolerances.

- EAN/U.P.C. barcode symbols should be printed with black bars on a white background. This ensures that the symbol is scannable at the retail point-of-sale by the widest variety of scanning devices. If the symbol is printed in other colors, follow the guidelines for printing in Guidelines for Producing Quality Symbols.

- Refer to the GS1 General Specifications Section 5.2.3 Human Readable Interpretation for technical specifications for EAN-13, UPC-A and UPC-E barcode HRI.

- Position the barcode as close to the center of tags as practical. This minimizes obstruction of the barcode in handheld scanning environments and promotes maximum scannability at the retail point-of-sale.

- The barcode symbol and associated HRI should be oriented the same way, vertically or horizontally. Bi-directional orientation is permitted only on an exception basis. See GS1 General Specifications Section 4.14 HRI Rules for more information on exceptions.

- Under certain circumstances, tag production requirements may require the barcode to be rotated 90° (i.e., printed sideways) in relation to other printed product identification information. This technique is permitted as long as the other information zones are in proper sequence. Manufacturers should be aware that this orientation may cause problems for retailers using key entry.
• Attach tags that include barcodes in a secure manner. Because the retailer or manufacturer may add item price to these tickets, avoid insecure tag attachment techniques. This ensures that the correct barcode is associated with the product and that adhesive retail price stickers, which may be added, remain securely attached.

• Particular attention should be given to the print quality of the barcode symbol. If ticket printing machines are used, verify scanning characteristics. For more information about barcode symbol assessment, refer to GS1 General Specifications Section 5.5 Barcode Production and Quality Assessment for printing and verification standards.

• The EAN/U.P.C. barcode and other product identification information, whether built into the artwork or an adhesive label, should adhere to the **Edge Rule** found in Section 6.3.3.3 of the GS1 General Specifications. This helps to prevent distortion of the EAN/U.P.C. barcode if the product moves within the package.

*Within these overall guidelines, there is significant flexibility to accommodate the product identification needs of apparel and general merchandise vendors. Although incorporating barcodes into existing brand identification tags or packaging is preferred, separate tags may be employed if desired.*

4 TAG FORMAT GUIDELINES

Apparel is displayed in a variety of ways, including loose (i.e., hanging garments), in boxes, and in bags. A merchandise tag is expected to carry product information important to the retailer (e.g., die lot, batch, etc.), as well as consumer-oriented information (e.g., style, size, color, etc.) and the barcode itself. In many cases, a relatively small tag must carry all of the pertinent product information.

This chapter provides guidelines for the layout and format of EAN/U.P.C. tags for apparel and general merchandise based on the information zones concept (introduced in the Background Concepts chapter). Detailed tag format guidelines for various types of EAN/U.P.C. tags, as well as sample images, are provided.

4.1 GENERALLY APPLICABLE NOTES ON TAG FORMAT

4.1.1 TAG SECTIONS

The tag should be divided into three sections:

• **Manufacturer / Retailer Information** – The upper portion of the tag is the preferred location product identification numbers. These identification numbers are important to both manufacturers and retailers, but not usually to the consumer.

• **Barcode** – The center portion of the tag is the best location for the barcode. The center location serves to protect the barcode from possible obstruction in marking formats (such as apparel tags or joker tickets that may be scanned by handheld devices) by forming a natural boundary between the consumer information (lower portion) and vendor / retailer information (upper portion).

• **Consumer Information** – The lower portion of the tag is the preferred location for information that is provided for the consumer such as prices, size, and fabric content.
The following table provides general information about tag information zones.

<table>
<thead>
<tr>
<th>ZONE</th>
<th>INFORMATION TYPE</th>
<th>DESCRIPTION</th>
<th>REQUIRED / OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZONE 1</td>
<td>Merchandise Identification</td>
<td>Primary merchandise identifier (non-HRI text), usually the style number,</td>
<td>Always required (see Note 1 below)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>although it may be pattern, model, or garment type. Locate the merchandise</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>identifier in the upper-left portion of Zone 1.</td>
<td></td>
</tr>
<tr>
<td>ZONE 2</td>
<td>Vendor Information</td>
<td>Optional vendor production information such as Vendor Stock Keeping Unit</td>
<td>Optional</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(SKU), cut number, dye lot, color, or pattern. (Helps to ensure the correct</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>EAN/U.P.C. barcode is attached to the product.)</td>
<td></td>
</tr>
<tr>
<td>ZONE 3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>Always required</td>
</tr>
<tr>
<td>ZONE 4</td>
<td>Consumer Information</td>
<td>Optional product information for the consumer such as fiber content, fire</td>
<td>Optional</td>
</tr>
<tr>
<td></td>
<td></td>
<td>retardancy, and country of origin.</td>
<td></td>
</tr>
<tr>
<td>ZONE 5</td>
<td>Size / Dimension</td>
<td>Size / Dimension is a key requirement for the consumer. Size information</td>
<td>Usually required unless defined by the product (e.g.,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>can be emphasized in large bold print and should be located in the right</td>
<td>scarves, ties)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>portion of Zone 5. Vendors may optionally include a style name as a selection</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>aid for the consumer.</td>
<td></td>
</tr>
<tr>
<td>ZONE 6</td>
<td>Space for Retail Price</td>
<td>Allow space to print the price with minimum dimension characters of 25 mm</td>
<td>Usually required unless defined by the tag format (e.g.,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(1 in.) x 32 mm (1 1/4 in.). For plastic packaged, boxed, and banded</td>
<td>sewn-in tickets)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>products, the required space for price can be attained one of the following</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>methods:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1) For EAN/U.P.C. barcode marking on adhesive tag, include the space for</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>price for part of the tag.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2) For EAN/U.P.C. barcode marking designed into the packaging, include the</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>space for price on the packaging artwork.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3) Providing package space adjacent to Zone 5 that is reserved for retail</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>item pricing creates implied space for price. Implied space replaces the</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>requirement for actual space on tags or package artwork. If implied space</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>for price is used, no information of importance should be printed in the</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>area that might be covered by adhesive item price stickers.</td>
<td></td>
</tr>
<tr>
<td>ZONE 7</td>
<td>Manufacturer's Suggested</td>
<td>Use only if merchandise is pre-priced or suggested retail price is printed</td>
<td>Optional</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>on the tag. If provided, the area must be perforated for optional removal.</td>
<td></td>
</tr>
</tbody>
</table>

Table B. General Tag Information Zones

**NOTE 1:** Size and color are optional in Zone 1 if vendor usage requires this information to define the product.
4.1.3 LAYOUT OF A TYPICAL VERTICAL TAG

KEY:  

<table>
<thead>
<tr>
<th>Zone 1 - Merchandise Identification</th>
<th>Zone 2 - Vendor Information</th>
<th>Zone 3 - Barcode</th>
<th>Zone 4 - Consumer Information</th>
<th>Zone 5 - Size/Dimension (usually required)</th>
<th>Zone 6 - Space for Retail Price (usually required)</th>
<th>Zone 7 - Manufacturer’s Suggested Price</th>
</tr>
</thead>
</table>

Figure 2. Vertical Tag Format

4.1.4 LAYOUT OF A TYPICAL HORIZONTAL TAG

KEY:  

<table>
<thead>
<tr>
<th>Zone 1 - Merchandise Identification</th>
<th>Zone 2 - Vendor Information</th>
<th>Zone 3 - Barcode</th>
<th>Zone 4 - Consumer Information</th>
<th>Zone 5 - Size/Dimension</th>
<th>Zone 6 - Space for Retail Price</th>
<th>Zone 7</th>
</tr>
</thead>
</table>

(usually required) (usually required)

Figure 3. Horizontal Tag Format
4.2 HANG TAG (HANGING LABEL)

Although hang tags are primarily associated with hanging ready-to-wear apparel, many other products are identified with hang tags. Some form of hang tag is often used to identify flat-folded apparel, jewelry, belts, handbags, lamps, and furniture. Therefore, the hang tag format guidelines outlined in this section provide for flexibility in hang tag design while maintaining the overall concept of the information zones.

The typical hang tag layout features the vendor’s logo on the front, and the product information, identification number, and the EAN/U.P.C. barcode on the back.

4.2.1 VENDOR LOGO

Inclusion of a vendor logo on the tag is optional. A logo should not appear at the bottom of the tag because a retail price sticker may obscure it, or it could be torn off if a manufacturer’s suggested retail price is removed. Avoid background printing of logos as this may obscure required information or important consumer information. Logos must never obscure the EAN/U.P.C. barcode.

4.2.2 INFORMATION ZONES

<table>
<thead>
<tr>
<th>ZONE</th>
<th>INFORMATION TYPE</th>
<th>DESCRIPTION</th>
<th>REQUIRED / OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Merchandise Identification</td>
<td>Primary merchandise identifier (non-HRI text), usually the style number, although it may be pattern, model, or garment type. The merchandise identifier should be located in the upper-left portion of Zone 1.</td>
<td>Always required (see Note 1 below)</td>
</tr>
<tr>
<td>2</td>
<td>Vendor Information</td>
<td>Optional vendor production information such as Vendor SKU, cut number, dye lot, color, and pattern. (Helps to ensure the correct EAN/U.P.C. barcode is attached to the product.)</td>
<td>Optional</td>
</tr>
<tr>
<td>3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>Always required</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Information</td>
<td>Optional product information for the consumer such as fiber content, fire retardancy, and country of origin.</td>
<td>Optional</td>
</tr>
<tr>
<td>5</td>
<td>Size / Dimension</td>
<td>Size / Dimension is a key requirement for the consumer. Size information can be emphasized in large bold print and should be located in the right portion of Zone 5. Vendors may optionally include a style name as a selection aid for the consumer.</td>
<td>Usually required unless defined by the product (e.g., scarves, ties)</td>
</tr>
<tr>
<td>6</td>
<td>Space for Retail Price</td>
<td>Allow space to print the price with minimum dimension characters of 25 mm (1 in.) x 32 mm (1 1/4 in.).</td>
<td>Usually required unless defined by the tag format (e.g., sewn-in tickets) (see Note 2 below)</td>
</tr>
<tr>
<td>7</td>
<td>Manufacturer’s Suggested Price</td>
<td>For use only if merchandise is pre-priced or the suggested retail price is printed on the tag. If provided, the area must be perforated for optional removal.</td>
<td>Optional</td>
</tr>
</tbody>
</table>

Table C. Information Zones on a Hang Tag

NOTE 1: Size and color are optional in Zone 1 if vendor usage requires this information to define the product.

NOTE 2: Refer to your trading partner’s vendor compliance requirement(s).
4.2.3 EXAMPLES OF HANG TAGS

Figure 4. Examples of Hang Tags
4.3 SEWN-ON (JOKER) TAG

Used almost exclusively for apparel merchandise, sewn-on tags are similar in format to hang tags, but differ in one important respect: they are attached directly to the product instead of hung from the product. Because it is sewn-on, only one side of the tag is available for the vendor's logo, EAN/U.P.C. barcode, and merchandise identification information.

4.3.1 VENDOR LOGO

Inclusion of a vendor logo on the tag is optional. However, if it is included, the vendor logo should not appear at the bottom, because a retail price sticker may obscure it, or it could be torn off by the removal of a manufacturer's suggested retail price. Avoid background printing of logos as it may obscure required information or important consumer information. Logos must never obscure the EAN/U.P.C. barcode.

4.3.2 INFORMATION ZONES

<table>
<thead>
<tr>
<th>ZONE</th>
<th>INFORMATION TYPE</th>
<th>DESCRIPTION</th>
<th>REQUIRED / OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Merchandise Identification</td>
<td>Primary merchandise identifier (non-HRI text), usually the style number, although it may be pattern, model, or garment type. The merchandise identifier should be located in the upper left-hand portion of Zone 1.</td>
<td>Always required (see Note 1 below)</td>
</tr>
<tr>
<td>2</td>
<td>Vendor Information</td>
<td>Optional vendor production information such as Vendor SKU, cut number, dye lot, color, and pattern. (Helps to ensure the correct EAN/U.P.C. barcode is attached to the product.)</td>
<td>Optional</td>
</tr>
<tr>
<td>3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>Always required</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Information</td>
<td>Optional product information for the consumer, such as fiber content, fire retardancy, and country of origin.</td>
<td>Optional</td>
</tr>
<tr>
<td>5</td>
<td>Size / Dimension</td>
<td>Size / Dimension is a key requirement for the consumer. Size information can be emphasized in large bold print and should be located in the right-hand portion of Zone 5. Vendors may optionally include a plain language style name on the size line as a selection aid for the consumer.</td>
<td>Usually required unless defined by the product (e.g., scarves, ties)</td>
</tr>
<tr>
<td>6</td>
<td>Space for Retail Price</td>
<td>Allow space to print the price with minimum dimension characters of 25 mm (1 in.) x 32 mm (1 1/4 in.).</td>
<td>Usually required unless defined by the tag format (e.g., sewn-in tickets) (see Note 2 below)</td>
</tr>
<tr>
<td>7</td>
<td>Manufacturer’s Suggested Price</td>
<td>For use only if merchandise is pre-priced or suggested retail price is printed on the tag. If provided, the area must be perforated for optional removal.</td>
<td>Optional</td>
</tr>
</tbody>
</table>

Table D. Information Zones on Sewn-on (Joker) Tags

**NOTE 1:** Size and color are optional in Zone 1 if vendor usage requires this information to define the product.

**NOTE 2:** Refer to your trading partner's vendor compliance requirement(s).
4.3.3 EXAMPLES OF SEWN-ON (JOKER) TAGS

Figure 5. Examples of Sewn-On (Joker) Tags -- Vertical Layout

Figure 6. Examples of Sewn-On (Joker) Tags -- Horizontal Layout
4.4 SEWN-IN TAG FORMAT

Sewn-in tags are often used for home textile products. Sewn-in tags may be paper-based (for removal by the consumer), or cloth-based (which are more permanent).

Note: Because the hem normally covers a portion of a sewn-in tag, design the tags with sufficient blank space on the end that will be attached to the product. Care must be taken to ensure that the hem does not obscure product identification information on the tags, and that the hem does not interfere with the readability of the EAN/U.P.C. barcode at the retail point-of-sale.

4.4.1 INFORMATION ZONES

<table>
<thead>
<tr>
<th>ZONE</th>
<th>INFORMATION TYPE</th>
<th>DESCRIPTION</th>
<th>REQUIRED / OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Merchandise Identification</td>
<td>Primary merchandise identifier (non-HRI text), usually the style number, although it may be pattern, model, or garment type. The merchandise identifier should be located in the upper-left portion of Zone 1.</td>
<td>Always required (see Note 1 below)</td>
</tr>
<tr>
<td>2</td>
<td>Vendor Information</td>
<td>Optional vendor production information such as Vendor SKU, cut number, dye lot, color, and pattern. (Helps to ensure the correct EAN/U.P.C. barcode is attached to the product.)</td>
<td>Optional</td>
</tr>
<tr>
<td>3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>Always required</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Information</td>
<td>Optional product information for the consumer, such as fiber content, fire retardancy, and country of origin.</td>
<td>Optional</td>
</tr>
<tr>
<td>5</td>
<td>Size / Dimension</td>
<td>Size / Dimension is optional for sewn-in tags. Size or dimension may assist the consumer with product selection or may help the vendor ensure that the correct label and EAN/U.P.C. barcode are attached to the product.</td>
<td>Optional</td>
</tr>
<tr>
<td>6</td>
<td>Space for Retail Price</td>
<td>Allow space to print the price with minimum dimension characters of 25 mm (1 in.) x 32 mm (1 1/4 in.).</td>
<td>Usually required unless defined by the ticket format (e.g., sewn-in tickets) (see Note 2 below)</td>
</tr>
<tr>
<td>7</td>
<td>Manufacturer’s Suggested Price</td>
<td>For use only if merchandise is pre-priced or suggested retail price is printed on the tag. If provided, the area must be perforated for optional removal.</td>
<td>Optional</td>
</tr>
</tbody>
</table>

Table E. Information Zones on Sewn-in Tags

NOTE 1: Size and color are optional in Zone 1 if vendor usage requires this information to define the product.

NOTE 2: Refer to your trading partner’s vendor compliance requirement(s).
4.5 TAG FORMAT FOR PLASTIC-PACKAGED PRODUCTS

The plastic-packaged category covers a wide assortment of merchandise that includes sheets, pillowcases, table linens, pantyhose, underwear, stationery supplies, pillows, bedspreads, and numerous types of flat-folded apparel that are plastic-packaged.

4.5.1 VENDOR LOGO

Inclusion of a vendor logo on the tag is optional. If it is included, however, it should not appear at the bottom of the tag, because a retail price label may obscure it, or it could be torn off by the removal of a manufacturer's suggested retail price. Avoid background printing of logos as it may obscure required information or important consumer information. Logos must never obscure the EAN/U.P.C. barcode.

4.5.2 INFORMATION ZONES

<table>
<thead>
<tr>
<th>ZONE</th>
<th>INFORMATION TYPE</th>
<th>DESCRIPTION</th>
<th>REQUIRED/OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Merchandise Identification</td>
<td>Primary merchandise identifier (non-HRI text), usually the style number, although it may be pattern, model, or garment type. The merchandise identifier should be located in the upper-left portion of Zone 1.</td>
<td>Always required (see Note 1 below)</td>
</tr>
<tr>
<td>2</td>
<td>Vendor Information</td>
<td>Optional vendor production information such as Vendor SKU, cut number, dye lot, color, and pattern. Helps to ensure the correct EAN/U.P.C. barcode is attached to the product.</td>
<td>Optional</td>
</tr>
<tr>
<td>3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>Always required</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Information</td>
<td>Optional product information for the consumer, such as fiber content, fire retardancy, and country of origin.</td>
<td>Optional (see Note 2 below)</td>
</tr>
<tr>
<td>5</td>
<td>Size / Dimension</td>
<td>Size / Dimension is a key requirement for the consumer. Size information can be emphasized in large bold print and should be located in the right portion of Zone 5. Vendors may optionally include a style name as a selection aid for the consumer.</td>
<td>Usually required (see Note 3 below)</td>
</tr>
</tbody>
</table>
| 6    | Space for Retail Price | Allow space to print the price with minimum dimension characters of 25 mm (1 in.) x 32 mm (1 1/4 in.). For plastic packaged products, the required space for price can be attained using one of the following methods:  
1) For EAN/U.P.C. barcode marking on adhesive tag, include the space for price as part of the label.  
2) For EAN/U.P.C. barcode marking designed into the packaging, include the space for price on the package artwork.  
3) Providing package space adjacent to Zone 5 that is reserved for retail item pricing creates implied space for price. Implied space replaces the requirement for actual space on tags or package artwork. If implied space for price is used, no information of importance should be printed in the area that might be covered by adhesive item price stickers. | Usually required (see Note 4 below) |
| 7    | Manufacturer’s Suggested Price | For use only if merchandise is pre-priced or suggested retail price is printed on tag. If provided, area must be perforated for optional removal. | Optional |

Table F. Information Zones on a Plastic-Packaged Product Tag

NOTE 1: Size and color are optional in Zone 1 if vendor usage requires this information to define the product.

NOTE 2: Some jurisdictions require that certain products include a permanently affixed statement of information of this type in Zone 4 that may not be satisfied by inclusion of the package.

NOTE 3: Size and color are optional in Zone 1 if vendor usage requires this information to define the product.

NOTE 4: Refer to your trading partner’s vendor compliance requirement(s).
4.5.3 EXAMPLE OF A PLASTIC-PACKAGED PRODUCT TAG

Figure 7. Example of a Plastic-Packaged Product Tag
4.6 TAG FORMAT FOR BOXED PRODUCTS

There are numerous variations across the boxed product category. Some boxed products may be sold in or out of the box, and some are sets that may also be sold as individual items. Some boxes carry significant amounts of design graphics, while others are simply cardboard boxes containing products. Moreover, box size can range from very small, as in jewelry or cosmetics, to very large, as in home furnishings. Therefore, the boxed product tag format guidelines outlined in this section provide for flexibility in tag design while maintaining the overall concept of the information zones. *(Note: For extremely large boxed products, consider using a two-part tear-off tag to facilitate scanning at the point-of-sale while leaving one tag on the box.)*

4.6.1 VENDOR LOGO

Inclusion of a vendor logo in the boxed product tag is optional. If it is included, the logo should not appear at the bottom of the tag because a retail price sticker may obscure it, or it could be torn off if a manufacturer’s suggested retail price is removed. Avoid background printing of logos as it may obscure required information or important consumer information.

4.6.2 INFORMATION ZONES

<table>
<thead>
<tr>
<th>ZONE</th>
<th>INFORMATION TYPE</th>
<th>DESCRIPTION</th>
<th>REQUIRED / OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Merchandise Identification</td>
<td>Primary merchandise identifier (non-HRI text), usually the style number, although it may be pattern, model, or garment type. The merchandise identifier should be located in the upper-left portion of Zone 1.</td>
<td>Always required <em>(see Note 1 below)</em></td>
</tr>
<tr>
<td>2</td>
<td>Vendor Information</td>
<td>Optional vendor production information such as Vendor SKU, cut number, dye lot, color, and pattern. Helps to ensure that the correct EAN/U.P.C. barcode is attached to the product.</td>
<td>Optional</td>
</tr>
<tr>
<td>3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>Always required</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Information</td>
<td>Optional product information for the consumer, such as fiber content, fire retardancy, and country of origin.</td>
<td>Optional <em>(see Note 2 below)</em></td>
</tr>
<tr>
<td>5</td>
<td>Size / Dimension</td>
<td>Size / Dimension is a key requirement for the consumer. Size information can be emphasized in large bold print and should be located in the right portion of Zone 5. Vendors may optionally include a style name as a selection aid for the consumer.</td>
<td>Usually required <em>(see Note 3 below)</em></td>
</tr>
<tr>
<td>6</td>
<td>Space for Retail Price</td>
<td>Allow space to print the price with minimum dimension characters of 25 mm (1 in.) x 32 mm (1 1/4 in.). For boxed products, the required space for price can be attained using one of the following methods: 1) For EAN/U.P.C. barcode marking on adhesive tag, include the space for price as part of the tag. 2) For EAN/U.P.C. barcode marking designed into the packaging, include the space for price on the package artwork. 3) Providing package space adjacent to Zone 5 that is reserved for retail item pricing creates implied space for price. Implied space replaces the requirement for actual space on labels or package artwork. If implied space for price is used, no information of importance should be printed in the area that might be covered by adhesive item price labels.</td>
<td>Usually required <em>(see Note 4 below)</em></td>
</tr>
<tr>
<td>7</td>
<td>Manufacturer’s Suggested Price</td>
<td>For use only if merchandise is pre-priced or suggested retail price is printed on the tag. If provided, the area must be perforated for optional removal.</td>
<td>Optional</td>
</tr>
</tbody>
</table>

Table G. Information Zones on a Boxed Product Tag
NOTE 1: Size and color are optional in Zone 1 if vendor usage requires this information to define the product.

NOTE 2: Some jurisdictions require that certain products include a permanently affixed statement of information of this type in Zone 4 that may not be satisfied by inclusion of the package.

NOTE 3: Size may be omitted from Zone 5 if the size information is readily available on the product packaging.

NOTE 4: Refer to your trading partner’s vendor compliance requirement(s).

4.6.3 EXAMPLES OF BOXED PRODUCT TAGS

Figure 8. Boxed Product Tag Examples
4.7 TAG FORMAT FOR BANDED PRODUCTS

Banded packaging is used for a fairly specialized group of products. This type of packaging is commonly associated with hosiery (socks) or yarn products.

4.7.1 VENDOR LOGO

The typical banded product tag features the vendor’s logo on the front, and the product identification number, consumer information, and EAN/U.P.C. barcode on the back. The vendor’s logo can also be printed on the back of the band as part of the band-marking format. However, ensure that there is no obstruction of the EAN/U.P.C. barcode or other important product identification information. Avoid background printing of logos.

4.7.2 INFORMATION ZONES

<table>
<thead>
<tr>
<th>ZONE</th>
<th>INFORMATION TYPE</th>
<th>DESCRIPTION</th>
<th>REQUIRED / OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Merchandise Identification</td>
<td>Primary merchandise identifier (non-HRI text), usually the style number, although it may be pattern, model, or garment type. The merchandise identifier should be located in the upper-left portion of Zone 1.</td>
<td>Always required (see Note 1 below)</td>
</tr>
<tr>
<td>2</td>
<td>Vendor Information</td>
<td>Optional vendor production information such as Vendor SKU, cut number, dye lot, color, and pattern. Helps to ensure the correct EAN/U.P.C. barcode is attached to the product.</td>
<td>Optional</td>
</tr>
<tr>
<td>3</td>
<td>Barcode</td>
<td>UPC-A, UPC-E, EAN-13, or EAN-8</td>
<td>Always required</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Information</td>
<td>Optional product information for the consumer, such as fiber content, fire retardancy, and country of origin.</td>
<td>Optional (see Note 2 below)</td>
</tr>
<tr>
<td>5</td>
<td>Size / Dimension</td>
<td>Size / Dimension is a key requirement for the consumer. Size information can be emphasized in large bold print and should be located in the right portion of Zone 5. Vendors may optionally include a style name as a selection aid for the consumer.</td>
<td>Usually required (see Note 3 below)</td>
</tr>
</tbody>
</table>
| 6    | Space for Retail Price | Allow space to print the price with minimum dimension characters of 25 mm (1 in.) x 32 mm (1 1/4 in.). For banded products, the required space for price can be attained using one of the following methods:  
1) For EAN/U.P.C. barcode marking on adhesive tag, include the space for price as part of the tag.  
2) For EAN/U.P.C. barcode marking designed into the packaging, include the space for price on the package artwork.  
3) Providing package space adjacent to Zone 5 that is reserved for retail item pricing creates implied space for price. Implied space replaces the requirement for actual space on labels or package artwork. If implied space for price is used, no information of importance should be printed in the area that might be covered by adhesive item price labels. | Usually required (see Note 4 below) |
| 7    | Manufacturer’s Suggested Price | For use only if merchandise is pre-priced or suggested retail price is printed on tag. If provided, area must be perforated for optional removal. | Optional |

Table H. Information Zones on a Banded Product Tag

**NOTE 1:** Size and color are optional in Zone 1 if vendor usage requires this information to define the product.

**NOTE 2:** Some jurisdictions require that certain products include a permanently affixed statement of information of this type in Zone 4 that may not be satisfied by inclusion of the package.

**NOTE 3:** Size may be omitted from Zone 5 if the size information is readily available on the product packaging.

**NOTE 4:** Refer to your trading partner’s vendor compliance requirement(s).
5 TAG PLACEMENT GUIDELINES

It is essential that vendors follow the placement guidelines outlined in the in this chapter in order to support successful barcode scanning of apparel and general merchandise in the retail environment. These guidelines are for apparel and general merchandise only; all other packaged merchandise should follow the placement guidelines in the GS1 General Specifications.

Placement of the barcode tag on the garment must be determined based on several criteria such as merchandising and fabrication. In addition, alternative placement may be necessary since fashions vary in shape, size, composition, and other ways that may affect placement. For example, tag placement on a garment constructed of a delicate fabric such as silk should be made so that application or removal of the tag will not damage the fabric. Use alternative placement only when factors such as design or fabrication do not support the primary placement of the tag.

5.1 MULTIPLE PIECE SETS

With multiple piece sets, place the barcode tag on the dominant outer/top article of the set, following the appropriate guidelines for that apparel type. For example, place the tag on the coat of a man's three-piece suit, and follow the guidelines below in Men's and Boys' Sport Coats/Blazers/Suits. Each component of a set can be marked as part of a set; however, each piece should not be marked with the same EAN/U.P.C. barcode.

5.2 SET REFERENCE TAGS

Placement of a set reference tag should follow marking guidelines for each component. The set reference tag can include either:

- a reference to the merchandise identifier presented in non-HRI text (usually the style number, although it may be pattern, model, or garment type, and the size grouping), or
- an identification number for the set and the size grouping presented in non-HRI text.
5.3 ACCESSORIES

5.3.1 BACKPACKS
This category includes items such as backpacks, knapsacks, and fannypacks.

EAN/U.P.C. Placement Options:
Place the barcode tag through the left strap buckle.

5.3.2 BELTS
This category includes items such as belts.

EAN/U.P.C. Placement Options:
Preferred: Place the barcode tag inside the base of the buckle.
Alternate: Loop the barcode tag through the buckle. (Use alternative placement only if factors such as design or fabrication do not support the preferred placement of the tag.)

5.3.3 BIBS
This category includes items such as free-hanging infant bibs.

EAN/U.P.C. Placement Options:
Place the barcode tag through the left-hand seam.

5.3.4 CAPS/VISORS
This category includes caps that do not have a full brim or headband such as baseball caps, berets, visors, and beanies.

EAN/U.P.C. Placement Options:
Place the barcode tag through the outside back center seam or center of the headband.
5.3.5 CUMMERBUNDS
This category is for non-packaged cummerbunds. (If the cummerbund is to be merchandised in a package, see the guidelines for Packaged Apparel below.)

EAN/U.P.C. Placement Options:
Attach the barcode symbol adjacent to the fastening device.

5.3.6 DICKIES / COLLARS
This category includes items such as dickies and collars.

EAN/U.P.C. Placement Options:
Attach the barcode tag though the care label or manufacturer label.

5.3.7 FOOTWEAR, OPEN
This category includes sandals, slippers, athletic shoes, or other footwear that is banded together and intended to be sold loose or unboxed. (If shoes are shipped in individual boxes, see the guidelines below for Boxed Apparel, Lid.)

EAN/U.P.C. Placement Options:
Attach the barcode tag to the connecting string.

5.3.8 GLASSES
This category includes non-prescription eyeglasses such as sunglasses or pre-made readers.

EAN/U.P.C. Placement Options:
Fasten the barcode tag around the left arm of the glasses.
5.3.9 GLOVES/MITTENS
This category includes items such as gloves and mittens. (If
the gloves / mittens are to be merchandised in a package,
see the guidelines below for Packaged Apparel.)

EAN/U.P.C. Placement Options:
Attach the barcode tag through the connecting string of the
gloves or mitten.

5.3.10 HANDBAGS, HINGED
This category includes items such as clutches, coin purses, and dop kits.

EAN/U.P.C. Placement Options:
Preferred: Place the barcode tag through an outside hinged joint.
Alternate: Affix the tag to the inside of a main compartment. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

5.3.11 HANDBAGS, PURSES
This category includes items such as cinch sacks and purses.

EAN/U.P.C. Placement Options:
Preferred: Loop the barcode tag around the main outside strap, handle, zipper, or frame joint.
Alternate: Affix the tag to the inside of a main compartment. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)
5.3.12  HATS
This category includes constructed hats with or without a brim such as cowboy hats, straw hats, fedoras, pillbox hats, felt hats, and dressy hats.

**EAN/U.P.C. Placement Options:**
Attach the barcode tag inside the hat through the headband.

5.3.13  HATS, KNIT
This category includes unconstructed hats with no brim or headband such as knit hats and ski masks.

**EAN/U.P.C. Placement Options:**
Place the barcode tag through the outside top of the hat.

5.3.14  JEWELRY, CARDED
This category includes jewelry that is sold attached to a card such as earrings, pins, broaches, charms, hair clips, tie tacks, cuff links, and studs.

**EAN/U.P.C. Placement Options:**
Option 1: Affix the barcode tag to the back of the card.
Option 2: If the card is mounted in a box, affix the barcode tag to the bottom of the box.

5.3.15  JEWELRY, LOOSE
This category includes items such as necklaces, chains, bracelets, bangles, and rings.

**EAN/U.P.C. Placement Options:**
Loop the barcode tag through the item.
5.3.16 KEY CHAINS
This category includes items such as key chains.

EAN/U.P.C. Placement Options:
Loop the barcode tag around the key ring.

5.3.17 LUGGAGE / BRIEFCASES
This category includes items such as briefcases, suitcases, garment bags, and duffel bags.

EAN/U.P.C. Placement Options:
Attach the barcode tag around the main carrying handle.

5.3.18 SCARVES
This category includes items such as winter scarves and silk scarves.

EAN/U.P.C. Placement Options:
Attach the barcode tag through the care label or manufacturer label.

5.3.19 SHAWLS
This category includes items such as shawls.

EAN/U.P.C. Placement Options:
Attach the barcode tag through the care label or manufacturer label.
5.3.20 **Suspenders / Braces**
This category includes items such as suspenders and braces. (If the suspenders are to be merchandised in a package, see the guidelines below for Packaged Apparel.)

EAN/U.P.C. Placement Options:
Attach the barcode tag to the inside seam of the rear clip or button loop.

5.3.21 **Sweatbands**
This category includes items such as headbands, wristbands, and ankle bands.

EAN/U.P.C. Placement Options:
Attach the barcode tag through the middle of the band.

5.3.22 **Ties**
This category includes items such as unknotted ties, clip-on ties, and bow ties of all fabrication. (If the tie is to be merchandised in a package, see the guidelines below for Packaged Apparel.)

EAN/U.P.C. Placement Options:
Attach the barcode tag through the manufacturer label.

5.3.23 **Wallets**
This category includes items such as wallets, billfolds, and trifolds. (If the wallet is to be merchandised in a package, see the guidelines below for Packaged Apparel.)

EAN/U.P.C. Placement Options:
Stitch the barcode tag to the inside of the bill compartment.
5.3.24 WATCHES

This category includes all wrist and pocket watches.

EAN/U.P.C. Placement Options:

Option 1: Attach the barcode tag to the base of the wristwatch or the stem of the pocket watch.

Option 2: If the watch is displayed in a box or case, add an additional tag on the bottom of the box.

5.3.25 UMBRELLAS

This category includes items such as umbrellas and packaged umbrellas.

EAN/U.P.C. Placement Options:

Option 1: Attach the barcode tag around the base of the handle.

Option 2: Attach the barcode tag to a packaged umbrella at the handle end of the package.
5.4 BOTTOMS

5.4.1 OVERALLS / SHORTALLS / ROMPERS
This category includes items such as fabrications of bib and ski overalls, shortalls, and rompers.

EAN/U.P.C. Placement Options:
Place the barcode tag on the left side waistband seam.

5.4.2 PANTS / SLACKS / JEANS, FOLDED
This category includes items such as denim, twill, woven, fleece, and knit pants, slacks, and jeans, with either a constructed, elastic, or drawstring waistband that are intended to be merchandised as folded.

EAN/U.P.C. Placement Options:
Place the barcode tag on the left rear waistband seam.

5.4.3 PANTS / SLACKS / JEANS, HANGING
This category includes items such as denim, twill, woven, fleece, and knit pants, slacks, and jeans, with either a constructed, elastic, or drawstring waistband that are intended to be merchandised hanging.

EAN/U.P.C. Placement Options:
Attach the barcode tag either on the left rear waistband seam or the left side waist seam.
5.4.4 SHORTS / TRUNKS

This category includes denim, twill, woven, fleece, and knit shorts, swim trunks, bike shorts, and boxer shorts with either a constructed, elastic, or drawstring waistband.

EAN/U.P.C. Placement Options:

General: Attach the barcode tag either on the left rear waistband seam or the left side waist seam.

Imprinted Heat Label (instead of the sewn-in label): Attach the barcode tag on either the left rear waistband seam or the left side waist seam.

Symbol placement on shorts/trunks with imprinted (heat) label

5.4.5 SKIRTS

This category includes items such as denim, twill, woven, fleece, and knit skirts with either a constructed, elastic, or drawstring waistband.

EAN/U.P.C. Placement Options:

Preferred: Place the barcode tag on the left side waistband seam.

Alternate: Place the barcode tag on the left rear waistband seam. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

Symbol placement on skirts
5.5 CLOTHING / OUTERWEAR

5.5.1 MEN’S AND BOYS’ SPORT COATS / BLAZERS / SUITS
This category includes items such as men’s and boys’ sport coats, blazers, two-piece and three-piece suits, and tuxedos.

EAN/U.P.C. Placement Options:

Preferred: Place the barcode tag on the left sleeve cuff of the jacket.

Alternate: Attach the barcode tag to the left-sleeve seam of the jacket.
(Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

5.5.2 OUTERWEAR (COATS, JACKETS)
This category includes items such as ski jackets, leather jackets, bombers, trench coats, overcoats, raincoats, quilted flannel shirts, and wind breakers.

EAN/U.P.C. Placement Options:
Place the barcode tag either on the left sleeve seam or the left sleeve cuff.

5.5.3 OUTERWEAR (PARKAS, PONCHOS)
This category includes pullover outerwear without waistbands such as parkas or ponchos.

EAN/U.P.C. Placement Options:
Place the barcode tag through the manufacturer label or care label.
5.5.4 VESTS
This category includes all vests for men, women, boys, and girls.

EAN/U.P.C. Placement Options:
Preferred: Attach the barcode tag to the lower left armhole seam.
Alternate: Attach the barcode tag to the front lower left panel of the vest. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

5.5.5 WOMEN’S AND GIRLS’ BLAZERS / SUITS
This category includes women’s and girls’ blazers and suits.

EAN/U.P.C. Placement Options:
Preferred: Attach the barcode tag to the left sleeve seam of the jacket.
Alternate: Attach the barcode tag to the left-sleeve cuff of the jacket. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

5.6 DRESSES
5.6.1 DRESSES, WITH SLEEVES
This category includes all lengths of dresses that have a constructed sleeve. If the dress has an outer jacket, the sleeve of the jacket is considered part of the dress for tag placement purposes.

EAN/U.P.C. Placement Options:
Preferred: Attach the barcode tag to the left sleeve hem.
Alternate: Attach the barcode tag inside the collar through the manufacturer label or care label. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)
5.6.2 DRESSES, SLEEVELESS

This category includes all lengths of dresses that have no constructed sleeves.

**EAN/U.P.C. Placement Options:**

*Preferred:* Attach the barcode tag to the left armhole seam.

*Alternate:* Attach the barcode tag inside the collar through the manufacturer label or care label. *(Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)*

5.7 INTIMATE APPAREL / UNDERWEAR

5.7.1 BRAS

This category includes all bras intended to be merchandised on hangers. If the bra is packaged in a box intended for merchandising, see the guidelines below for *Packaged Apparel*.

**EAN/U.P.C. Placement Options:**

*Preferred:* Attach the barcode tag through the left side seam.

*Alternate:* Attach the barcode tag through the front left strap. *(Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)*

*Imprinted Heat Label (instead of the sewn-in label):* Attach the barcode tag through the left side seam (preferred method) or through the front left strap (alternate method).
5.7.2 BOXER SHORTS
This category includes all boxer shorts intended to be merchandised on hangers. (If the boxers are intended to be merchandised in a package, see the guidelines below for Packaged Apparel.)

EAN/U.P.C. Placement Options:

General: Attach the barcode tag through the left side waistband seam.

Imprinted Heat Label (instead of the sewn-in label): Attach the barcode tag through the left side waistband seam.

5.7.3 CAMISOLLES / TEDDIES
This category includes items such as camisoles, teddies, and crop tops.

EAN/U.P.C. Placement Options:

Preferred: Attach the barcode tag through the top left side seam.

Alternative: Attach the barcode tag through the manufacturer label or care label. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

Imprinted Heat Label (instead of the sewn-in label): Attach the barcode tag through the top left side seam (preferred method) or through the front left strap (alternate method).
5.7.4 HOSIERY

This category includes socks, stockings, and pantyhose.

- If the items are banded (such as men’s dress socks), see the guidelines below for Banded Apparel.
- If the items are plastic packaged (such as athletic socks), see the guidelines below for Plastic Packaged Apparel.
- If the items are flat packaged (such as ladies’ hosiery), see the guidelines below for Flat Packed Apparel.

5.7.5 PANTIES / CONTROL GARMENTS

This category includes panties, briefs, and girdles intended to be merchandised on hangers. (If the item is packaged and intended for merchandising in a box, see the guidelines below for Boxed Apparel.)

EAN/U.P.C. Placement Options:

Preferred: Attach the barcode tag through the left side seam.

Alternative: Attach the barcode tag through the manufacturer label or care label. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

Imprinted Heat Label (instead of the sewn-in label): Attach the barcode tag through the left side seam (preferred method) or through the back seam (alternate method).

5.7.6 SLEEPWEAR / ROBES

This category includes items such as pajamas, bathrobes, housecoats, and nightgowns.

EAN/U.P.C. Placement Options:

Preferred: Attach the barcode tag to the left-sleeve cuff seam.

Alternative: Attach the barcode tag inside the collar through the manufacturer label or care label. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)
5.7.7 SLIPS

This category includes both full and half-slips.

**EAN/U.P.C. Placement Options:**

*Preferred:* Attach the barcode tag through the top left side seam.

*Alternative:* Attach the barcode tag through the manufacturer label or care label. (*Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.*)

**Imprinted Heat Label (instead of the sewn-in label):** Attach the barcode tag through the top left side seam (preferred method) or through the front left strap (alternate method).

5.7.8 SWIMWEAR / BODYWEAR / DANCEWEAR, ONE-PIECE

This category includes items such as women’s one-piece swimwear, bodywear, and dancewear.

**EAN/U.P.C. Placement Options:**

*Preferred:* Attach the barcode tag through the left armhole seam.

*Alternative:* Attach the barcode tag through the manufacturer label or care label. (*Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.*)

**Imprinted Heat Label (instead of the sewn-in label):** Attach the barcode tag through the left armhole seam (preferred method) or back seam (alternate method).
5.7.9 SWIMWEAR, TWO-PIECE

This category includes women’s swimwear that is sold as a multi-piece set.

EAN/U.P.C. Placement Options:

Preferred: Attach the barcode tag through the left side seam of the top.

Alternate: Attach the barcode tag through the back of the top. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the symbol.)

Imprinted Heat Label (instead of the sewn-in label): Attach the barcode tag through the left side seam of the top (preferred method) or through the back of the top (alternate method).

5.8 PACKAGED APPAREL

Packaged apparel is unique from other packaged products in that the same item is merchandised and sold in multiple sizes and colors in like packages. Symbol placement should facilitate unique identification wherever possible. These guidelines are for apparel and general merchandise only; all other merchandise should follow placement guidelines in the GS1 General Specifications.

5.8.1 BANDED APPAREL

This category includes apparel, such as packaged socks, with labels placed around the product. Items in this category do not have an outer cover or package.

EAN/U.P.C. Placement Options:

Place the barcode tag in the center of the back portion of the band.
5.8.2 BOXED APPAREL, FLAP

This category includes apparel packaged in boxes with a flap lid that are to be merchandised with the product, such as men's underwear and slippers.

EAN/U.P.C. Placement Options:

Preferred: Place the barcode tag on the front top right quadrant of the package. (The overall voluntary guideline for the location of the EAN/U.P.C. barcode and other product identification information for boxed products sold primarily in the department or specialty store environment is the normally exposed surface of the box. The orientation of the EAN/U.P.C. barcode and other product identification information should be consistent with any graphics or descriptive data on the box.)

Alternate: As an alternative for boxes that are too thin to accommodate the tag on the top right quadrant, place the barcode tag on the front upper-right corner of the box.

5.8.3 BOXED APPAREL, LID

This category includes apparel packaged in boxes with a removable lid, such as shoes.

EAN/U.P.C. Placement Options:

Place the barcode tag on the side of the box next to the size identification. (The overall voluntary guideline for the location of the EAN/U.P.C. barcode and other product identification information for boxed products sold primarily in the department or specialty store environment is the normally exposed surface of the box. The orientation of the EAN/U.P.C. barcode and other product identification information should be consistent with any graphics or descriptive data on the box.)

5.8.4 CARDED APPAREL

This category includes merchandise that is affixed to a cardboard card for display purposes.

EAN/U.P.C. Placement Options:

Place the barcode tag on the face of the card.
5.8.5 FLAT PACKED APPAREL

This category includes product packages that are thin and have no sides, such as women’s hosiery packages.

EAN/U.P.C. Placement Options:
Place the barcode tag on the front upper-right corner of the package.

5.8.6 PLASTIC-PACKAGED APPAREL

This category includes product wrapped in plastic that may or may not include cardboard inserts, such as packages of underwear and socks. (For packaged shirts, see the next subsection, Shirts, Packaged.) Since the category of plastic-packaged products includes a diverse merchandise group, location guidelines have been designed with considerable flexibility to accommodate differences that may arise from industry to industry.

EAN/U.P.C. Placement Options:

*Preferred:* Place the barcode tag on the front upper-right corner of the package.

- The EAN/U.P.C. barcode and other product identification information may be located on the front or back of plastic-packaged products. However, all products within a particular merchandise category must use the same side of the package for EAN/U.P.C. barcode marking.
- Placing the EAN/U.P.C. tag on the back of a product may result in the presentation of the product on the display counter in a backside up orientation by some retailers in order to display the EAN/U.P.C. barcode and retail price in full view to the customer.

*Alternate:* For some very large, bulky, or unusually shaped products, the preferred placement guidelines may be impractical or inappropriate. For example, some products have insufficient flat surface areas, no corners, or no discernible front, back, top, or bottom. In such circumstances, place the barcode tag in a location that is easily discernible and readable by the consumer.

Adhere to the Edge Rule: The EAN/U.P.C. barcode and other product identification information, whether built into the artwork or an adhesive label, should adhere to the Edge Rule found in Section 6.3.3.3 of the GS1 General Specifications. This helps to prevent distortion of the EAN/U.P.C. barcode if the product moves within the package.

5.8.7 SHIRTS, PACKAGED

This category includes woven shirts shipped with an outer packaging to be merchandised with the shirt.

EAN/U.P.C. Placement Options:

*Preferred:* Affix the barcode tag to the back lower-right corner.
5.9 TOPS

5.9.1 TOPS, FOLDED

This category includes all sleeve lengths of tops, such as woven and knit shirts, blouses, sweaters, and turtlenecks that are intended to be merchandised folded.

EAN/U.P.C. Placement Options:

Preferred: Attach the barcode tag inside the collar through the manufacturer label or care label.

Alternate: For men’s dress shirts intended to be displayed without a package, loop the barcode tag through the center button hole on the back of the folded shirt.

Imprinted Heat Label (instead of the sewn-in label): Attach the barcode tag through inside collar seam (preferred method). For men’s dress shirts intended to be displayed without a package, loop the barcode tag through the center button hole on the back of the folded shirt (alternate method).
5.9.2 TOPS, HANGING LONG SLEEVE

This category includes items such as woven and knit long sleeve shirts, sweaters, turtlenecks, and blouses that are intended to be merchandised hanging. (For packaged shirts, see the guidelines above for Packaged Apparel.)

EAN/U.P.C. Placement Options:

Preferred: Attach the barcode tag inside the collar through the manufacturer label or care label.

Alternate: Attach the barcode tag to the left cuff seam. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)

5.9.3 TOPS, HANGING SHORT SLEEVE

This category includes items such as woven and knit short sleeve shirts, sweaters, blouses, and polos that are intended to be merchandised hanging. (For packaged shirts, see the guidelines above for Packaged Apparel.)

EAN/U.P.C. Placement Options:

Preferred: Attach the barcode tag inside the collar through the manufacturer label or care label.

Alternate: Attach the barcode tag to the left-sleeve seam. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the tag.)
5.9.4 TOPS, HANGING SLEEVELESS

This category includes items such as woven and knit shirts, blouses, tank tops, sweater vests, and halter tops that are intended to be merchandised hanging. (For packaged shirts, see the guidelines above for Packaged Apparel.)

EAN/U.P.C. Placement Options:

**Preferred:** Attach the barcode tag inside the collar through the manufacturer label or care label.

**Alternate:** Attach the barcode tag to the left armhole seam. (Use alternative placement only if factors such as design or fabrication do not support the primary placement of the symbol.)
6 ADDITIONAL RESOURCES

Relevant Apparel Standards
www.gs1us.org/industries/apparel-general-merchandise/tools-and-resources/relevant-standards

Floor-Ready Merchandise Guideline
www.gs1us.org/industries/apparel-general-merchandise/workgroups/floor-ready-merchandise

Apparel Guideline for Format & Symbol Placement for the Electronic Product Code (EPC) (outlining the implementation details on the format and symbol placement of the EPCs)
https://www.gs1us.org/documents?Command=Core_Download&EntryId=429

GS1 US Store (The GS1 US Store is your source for GS1 Standards materials, industry guidelines, and more.)
www.gs1us.org/store

GS1 US Apparel and General Merchandise Initiative Workgroups
www.gs1us.org/industries/apparel-general-merchandise/workgroups
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