

# North American Coupon Application Guideline Using GS1 DataBar Expanded Symbols

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THE GLOBAL LANGUAGE  
OF BUSINESS





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GMA

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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](http://www.GS1US.org).

## ABOUT FMI

Food Marketing Institute (FMI) proudly advocates on behalf of the food retail industry. FMI's U.S. members operate nearly 40,000 retail food stores and 25,000 pharmacies, representing a combined annual sales volume of almost \$770 billion. Through programs in public affairs, food safety, research, education and industry relations, FMI offers resources and provides valuable benefits to more than 1,225 food retail and wholesale member companies in the United States and around the world. FMI membership covers the spectrum of diverse venues where food is sold, including single owner grocery stores, large multi-store supermarket chains and mixed retail stores. For more information, visit [www.fmi.org](http://www.fmi.org) and for information regarding the FMI foundation, visit [www.fmifoundation.org](http://www.fmifoundation.org).

## ABOUT GMA

Based in Washington, D.C., the Grocery Manufacturers Association (GMA) is the voice of more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe.

Founded in 1908, GMA is an active, vocal advocate for its member companies and a trusted source of information about the industry and the products consumers rely on and enjoy every day. The association and its member companies are committed to meeting the needs of consumers through product innovation, responsible business practices and effective public policy solutions developed through a genuine partnership with policymakers and other stakeholders.

In keeping with its founding principles, GMA helps its members produce safe products through a strong and ongoing commitment to scientific research, testing and evaluation and to providing consumers with the products, tools and information they need to achieve a healthy diet and an active lifestyle. The food, beverage and consumer packaged goods industry in the United States generates sales of \$2.1 trillion annually, employs 14 million workers and contributes \$1 trillion in added value to the economy every year. [www.gmaonline.org](http://www.gmaonline.org).

## ABOUT JICC

The Joint Industry Coupon Committee (JICC) works to increase efficiency and effectiveness in the development, distribution and redemption of coupons. It is comprised of retailer and manufacturer executives who oversee coupon programs and is administered by the Food Marketing Institute, Grocery Manufacturers Association, National Association of Chain Drug Stores and National Grocers Association.



## DOCUMENT SUMMARY

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## LOG OF CHANGES

DATE	CHANGE
SEPT 2007	Original publication date
JAN 2015	Removal of obsolete U.P.C. coupon code and transition code information



## 1 PURPOSE

### 1.1 COUPON PROJECT BACKGROUND

The Universal Product Code (U.P.C.) Prefix 5 coupon system dates back to 1985. Along the way, there have been significant changes in the system itself, such as the addition of the Coupon Extended Code in 1997. The system today adds up to 500 new manufacturers monthly. On the retail side, the use of scanning has increased and matured in the convenience store, chain drug, mass merchandising, and department store industries, as well as the grocery industry. With over 200 billion coupons distributed in the United States annually, coupon processing is a big business in itself. The use of paper coupons is growing globally.

Significantly, along with this expansion, there have been many changes in business needs, driven by technology such as smart cards and the Internet, and the GS1® System of Standards itself.

A further stimulus is the fact that in 2005 GS1 US began issuing variable-length GS1 Company Prefixes (in association with the 2005 Sunrise program to globalize the use of EAN+U.P.C. barcodes), and retailers will begin to receive products identified using both U.P.C. Company Prefixes and GS1 Company Prefixes. Both changes will lead to an increasing number of coupon mis-redemptions if the full Company Prefix is not processed. This will impact retailers, manufacturers, and coupon processing agents.

In February 2002, the Joint Industry Coupon Committee (JICC) asked GS1 US to start a joint program to update the coupon system. The first step of the Coupon Re-Engineering Project was to develop a set of business requirements, which was completed in September 2002. The next step, completed as of July 1, 2011, was to fully engage all parties -- retailers, manufacturers, processing agents, and the solution provider community -- to develop and implement a solution. With that, the JICC felt it was appropriate to update this document.

### 1.2 APPLICABILITY

This solution provides a coupon format with a larger number of fields (many of them optional) for specifying the more complex coupon offers in use today. Data encoded in the coupon barcode is used to identify the source producing the coupon (typically a manufacturer), the conditions for fulfilling the offer, and the specific "save value" offered to the consumer.

The current scope of this specification is limited to paper coupons containing the full offer details. Database look-up of offer information will be defined in a later phase of this project.

These coupons are encoded in a variable-length GS1 DataBar® expanded barcode. The required coupon data is encoded in 25 to 36 digits. With optional data, the barcode can be as long as 70 digits. In the future, other data carriers that are designed to encode GS1 Application Identifiers and identification numbers [including RFID (Radio Frequency Identification)] may be specified for encoding coupons.

Since the GS1 Company Prefix is a globally recognized identification number, its use in this structure provides a path for global users to adopt this coupon system if desired. The U.P.C. Company Prefix (formerly known as the UCC Company Prefix or MIN) is converted to a GS1 Company Prefix with the addition of a leading zero. For National Drug Code (NDC) and National Health Related Item Code (NHRIC) numbers, follow the existing rules to convert to a U.P.C. Company Prefix and then add a leading zero in front of the U.P.C. Company Prefix. See [Appendix A: GS1 Company Prefix Conversions](#) for more information.

## 2 REFERENCES

### 2.1 NORMATIVE REFERENCES

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

- ISO/IEC 24724:2011 Information technology -- Automatic identification and data capture techniques -- GS1 DataBar barcode symbology specification
- ISO/IEC 15416 Information technology - Automatic identification and data capture techniques - Barcode print quality test specification - Linear symbols
- ISO/IEC 15426-1 Information technology - Automatic identification and data capture techniques - Barcode verifier conformance specification - Part 1: Linear symbols
- *GS1 General Specifications* – Available through the GS1 US website at [www.gs1us.org](http://www.gs1us.org) (Terms and Definitions can be found in Section 8 Glossary of the *GS1 General Specifications*.)

### 2.2 INFORMATIVE REFERENCES

This document includes the following appendices intended for informational and instructional purposes relative to these guidelines:

- [Appendix A: GS1 Company Prefix Conversion](#)
- [Appendix B: Frequently Asked Questions](#)
- [Appendix C: Examples](#)

***NOTE: As with all GS1 Standards and solutions, the North American Coupon Application 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 guideline to support the integrity of your implementation.***



### 3 ABBREVIATED TERMS

AI	Application Identifier
ACP	Association of Coupon Professionals
EDI	Electronic Data Interchange
GDSN®	Global Data Synchronization Network™
GLN	Global Location Number
GSMP	Global Standards Management Process
GTIN®	Global Trade Item Number®
JICC	Joint Industry Coupon Committee
OCR-B	Optical Character Recognition font B
NACDS	National Association of Chain Drug Stores
NACS	National Association of Convenient Stores
NGA	National Grocers Association
RFID	Radio Frequency Identification





## 4 COUPON DATA ELEMENTS

The coupon data is encoded as a multiple-element identification number using GS1 Application Identifier (8110) and a GS1 Company Prefix. The following tables list the required and optional data elements included in the new coupon.

*NOTE: There is additional information that can be encoded in the coupon to explicitly describe very detailed offers that involve variable purchase requirements of one or more items and various means of specifying save values. In addition, there are also optional flags for indicating if a coupon is a store coupon, and/or if it should not be doubled. These specific details and encoding methods are not included here, but are described in Section 5.2 Data Syntax Details below.*

### 4.1 REQUIRED FIELDS

REQUIRED FIELDS	DESCRIPTIONS
APPLICATION IDENTIFIER	GS1 specialized identifiers encoded within barcodes to indicate the type of data represented in the various barcode segments. AI(8110) is the application identifier used to indicate a coupon.
PRIMARY GS1 COMPANY PREFIX	A globally unique number assigned to a company by a GS1 Member Organization to serve as the foundation for generating GS1 identifiers. For coupons, use the GS1 Company Prefix Identifying the manufacturer or organization making this coupon offer (commonly called the <i>Brand Owner</i> ).
OFFER CODE	A six-digit number assigned by the manufacturer to identify this specific offer.
PRIMARY PURCHASE FAMILY CODE	A code assigned by the manufacturer to identify the qualifying family of products to be purchased.
PRIMARY PURCHASE REQUIREMENT	The quantity that the consumer must purchase to receive the specified <i>Save Value</i> .
SAVE VALUE	The value of this coupon (“cents off,” or other value as specified).

Table A. Required Coupon Data Elements

### 4.2 OPTIONAL FIELDS

OPTIONAL FIELDS	DESCRIPTIONS
2 <sup>ND</sup> PURCHASE REQUIREMENT	Second quantity that consumer must purchase to receive the value of the coupon.
2 <sup>ND</sup> PURCHASE GS1 COMPANY PREFIX	Identification of a second manufacturer, used for more complex coupon offers.
2 <sup>ND</sup> PURCHASE FAMILY CODE	Identification of a second family code.
3 <sup>RD</sup> PURCHASE REQUIREMENT	Third quantity that consumer must purchase to receive the value of the coupon.
3 <sup>RD</sup> PURCHASE GS1 COMPANY PREFIX	Identification of a third manufacturer, used for more complex coupon offers.
3 <sup>RD</sup> PURCHASE FAMILY CODE	Identification of a third family code.
SERIAL NUMBER	A number assigned by the manufacturer to identify a specific region or target consumer population.
RETAILER GS1 COMPANY PREFIX OR GLN	Identification of a specific retailer or retailer location where this coupon is to be accepted.
START DATE	The date this coupon can first be redeemed.
EXPIRATION DATE	The date this coupon expires.

Table B. Optional Coupon Data Elements

## 5 DATA REPRESENTATION

### 5.1 GS1 DATABAR EXPANDED STACKED

Data shall be encoded in a GS1 DataBar Expanded Symbol. This barcode is constructed in segments and is capable of being stacked (as shown) with a minimum of 2 segments per row.



Figure 1. GS1 DataBar Expanded Stacked

### 5.2 DATA SYNTAX DETAILS

This section describes the structure of the GS1 DataBar Expanded coupon in full detail. The coupon barcode is constructed by starting with a coupon Application Identifier 8110, followed by the required and optional data elements, until all desired data is encoded (or the limit of 70 digits is reached).

The coupon is constructed as a single *data record*, containing required and optional *data fields*, each of which contains *data elements*. The following table describes all of the required data elements (shaded in gray) and optional data elements (shaded in white).

DATA ELEMENT DESCRIPTION	LENGTH		EXPLANATION																
	MIN	MAX																	
APPLICATION IDENTIFIER	4		AI (8110) informs the decoding system that this Data Record is a coupon.																
PRIMARY GS1 COMPANY PREFIX VLI	1		Variable Length Indicator (VLI) is a single digit that defines the length of the following element. For the GS1 Company Prefix, an offset of 6 is added to the VLI to get the actual length.* The value of VLI may range from 0 to 6 allowing GS1 Company Prefixes to range from 6 to 12 digits in length. VLI values 7, 8 and 9 are reserved.																
	<table border="1"> <tr> <td>GCP Length</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> </tr> <tr> <td>VLI</td> <td>0</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> </table>		GCP Length	6	7	8	9	10	11	12	VLI	0	1	2	3	4	5	6	
GCP Length	6	7	8	9	10	11	12												
VLI	0	1	2	3	4	5	6												
PRIMARY GS1 COMPANY PREFIX	6	12	The Primary GS1 Company Prefix denotes the 6 to 12 digit GS1 Company Prefix of the manufacturer that is funding this offer.																
OFFER CODE	6		The Offer Code is a 6-digit number (assigned by the holder of the Primary GS1 Company Prefix) that identifies this offer.																
SAVE VALUE VLI	1		The Variable Length Indicator specifies the length of the following element.																
SAVE VALUE	1	5	The Save Value Code, as defined in Data Field 9, defines the format of the Save Value. If Data Field 9 is missing, then the Save Value format defaults to cents off.																
PRIMARY PURCHASE REQUIREMENT VLI	1		The Variable Length Indicator specifies the length of the following element.																



DATA ELEMENT DESCRIPTION	LENGTH		EXPLANATION
	MIN	MAX	
PRIMARY PURCHASE REQUIREMENT	1	5	The contents of the Primary Purchase Requirement can be 1 to 5 digits. The Primary Purchase Requirement Code defines the format of its contents.
PRIMARY PURCHASE REQUIREMENT CODE	1		<b>Value</b>   <b>Definition of Primary Purchase Requirement</b>
			<b>0</b>   the threshold number of units to purchase
			<b>1</b>   the threshold cash value of the accumulative total of the qualifying purchase Items (2 decimals)
			<b>2</b>   the threshold cash value of the total transaction (2 decimals)
			<b>3</b>   the threshold number of pounds (2 decimals)
			<b>4</b>   the threshold number of kilograms (3 decimals)
<b>9</b>   cashier intervention is required			
PRIMARY PURCHASE FAMILY CODE	3		The Primary Purchase Family Code is assigned by the holder of the Primary GS1 Company Prefix and used for validation of the qualifying purchase items. (See <a href="#">Section 7</a> of this document for details.)
DATA FIELD 1—SECOND QUALIFYING PURCHASE	1		A value of 1 in this position indicates the presence of Data Field 1.
ADDITIONAL PURCHASE RULES CODE	1		The Additional Purchase Rules Code specifies which items must be purchased to qualify. (See <a href="#">Section 5.3</a> below for additional guidance.)
			<b>Value</b>   <b>Definition / Additional Purchase Rule</b>
			<b>0</b>   either Primary Item or 2 <sup>nd</sup> Item or 3 <sup>rd</sup> Item can be used to validate offer
			<b>1</b>   all items listed (Primary Item, 2 <sup>nd</sup> Item and 3 <sup>rd</sup> Item) must be purchased to validate the offer
			<b>2</b>   both the Primary Item and either one of the 2 <sup>nd</sup> or 3 <sup>rd</sup> Items must be purchased to validate the offer
<b>3</b>   the 2 <sup>nd</sup> Family Code and 2 <sup>nd</sup> Purchase GS1 Company Prefix or 3 <sup>rd</sup> Family Code and 3 <sup>rd</sup> Purchase GS1 Company Prefix can be used to satisfy the Primary Purchase Requirement, and the 2 <sup>nd</sup> and 3 <sup>rd</sup> Purchase Requirements will be ignored			
2 <sup>ND</sup> PURCHASE REQUIREMENT VLI	1		The Variable Length Indicator specifies the length of the following element.
2 <sup>ND</sup> PURCHASE REQUIREMENT	1	5	The contents of the 2 <sup>nd</sup> Purchase Requirement can be 1 to 5 digits. The format of its contents are defined by the 2 <sup>nd</sup> Purchase Requirement Code.
2 <sup>ND</sup> PURCHASE REQUIREMENT CODE	1		<b>Value</b>   <b>Definition of 2<sup>nd</sup> Purchase Requirement</b>
			<b>0</b>   the threshold number of units to purchase
			<b>1</b>   the threshold cash value of the accumulative total of the qualifying purchase Items (2 decimals)
			<b>2</b>   the threshold cash value of the total transaction (2 decimals)
			<b>3</b>   the threshold number of pounds (2 decimals)
			<b>4</b>   the threshold number of kilograms (3 decimals)
<b>9</b>   cashier intervention is required			
2 <sup>ND</sup> PURCHASE FAMILY CODE	3		The 2 <sup>nd</sup> Purchase Family Code is used for validation of the offer as defined in the Additional Purchase Rules Code. (See <a href="#">Section 7</a> of this document for details.)
2 <sup>ND</sup> PURCHASE GS1 COMPANY PREFIX VLI	1		Variable Length Indicator (VLI) is a single digit that defines the length of the following element. For the GS1 Company Prefix, an offset of 6 is added to the VLI to get the actual length.  The value of VLI may range from 0 to 6 allowing GS1 Company Prefixes to range from 6 to 12 digits in length. VLI values 7, 8 are reserved; VLI = 9 is used as a flag to indicate that this field defaults to the Primary GS1 Company Prefix.



DATA ELEMENT DESCRIPTION	LENGTH		EXPLANATION
	MIN	MAX	
2 <sup>ND</sup> PURCHASE GS1 COMPANY PREFIX	6	12	2 <sup>nd</sup> Purchase GS1 Company Prefix use is based upon the value of the Additional Purchase Rules Code element. This element is optional in this field. If VLI = 9, this field defaults to the Primary GS1 Company Prefix and is not populated
DATA FIELD 2—THIRD QUALIFYING PURCHASE	1		A value of 2 in this position indicates the presence of Data Field 2.
3 <sup>RD</sup> PURCHASE REQUIREMENT VLI	1		The Variable Length Indicator specifies the length of the following element.
3 <sup>RD</sup> PURCHASE REQUIREMENT	1	5	The contents of the 3 <sup>rd</sup> Purchase Requirement can be 1 to 5 digits. Its contents are defined by the 3 <sup>rd</sup> Purchase Requirement Code
3 <sup>RD</sup> PURCHASE REQUIREMENT CODE	1		<b>Value</b>   <b>Definition of 3<sup>rd</sup> Purchase Requirement</b>
			<b>0</b>   the threshold number of units to purchase
			<b>1</b>   the threshold cash value of the accumulative total of the qualifying purchase items (2 decimals)
			<b>2</b>   the threshold cash value of the total transaction (2 decimals)
			<b>3</b>   the threshold number of pounds (2 decimals)
			<b>4</b>   the threshold number of kilograms (3 decimals)
<b>9</b>   cashier intervention is required			
3 <sup>RD</sup> PURCHASE FAMILY CODE	3		The 3 <sup>rd</sup> Purchase Family Code is used for validation of the offer as defined in the Additional Purchase Rules Code. (See <a href="#">Section 7</a> of this document for details.)
3 <sup>RD</sup> PURCHASE GS1 COMPANY PREFIX VLI	1		Variable Length Indicator (VLI) is a single digit that defines the length of the following element. For the GS1 Company Prefix an offset of 6 is added to the VLI to get the actual length.  The value of VLI may range from 0 to 6 allowing GS1 Company Prefixes to range from 6 to 12 digits in length. VLI values 7, 8 are reserved; VLI = 9 is used as a flag to indicate that this field defaults to the Primary GS1 Company Prefix.
3 <sup>RD</sup> PURCHASE GS1 COMPANY PREFIX	6	12	The 3 <sup>rd</sup> GS1 Company Prefix use is based upon the value of the Additional Purchase Rules Code element. This element is optional in this field. If VLI = 9, this field defaults to the Primary GS1 Company Prefix and is not populated.
DATA FIELD 3—EXPIRATION DATE	1		A value of 3 in this position indicates the presence of Data Field 3.
EXPIRATION DATE	6		This element contains the expiration date of the offer and must match the human readable expiration date on the coupon. It is in the format of YYMMDD.
DATA FIELD 4—START DATE	1		A value of 4 in this position indicates the presence of Data Field 4.
START DATE	6		This element contains the start date for the offer and must match the human readable start date on the coupon. It must be earlier than or equal to the expiration date and is in the format YYMMDD
DATA FIELD 5—SERIAL NUMBER	1		A value of 5 in this position indicates the presence of Data Field 5.
SERIAL NUMBER VLI	1		The Variable Length Indicator specifies the length of the following element. For the Serial Number an offset of 6 is added to the VLI to get the actual length.
SERIAL NUMBER	6	15	The Serial Number is a 6 to 15 digit field that can be used to identify any region, group or individual household selected by the owner of the Primary GS1 Company Prefix.
DATA FIELD 6—RETAILER IDENTIFICATION	1		A value of 6 in this position indicates the presence of Data Field 6.
RETAILER GS1 COMPANY PREFIX OR GLN VLI	1		Variable Length Indicator specifies the length of the following element. For the GS1 Company Prefix an offset of 6 is added to the VLI to get the actual length.



DATA ELEMENT DESCRIPTION	LENGTH		EXPLANATION												
	MIN	MAX													
RETAILER GS1 COMPANY PREFIX OR GLN	7	13	This data element is the GS1 Company Prefix assigned to a retailer by a GS1 Member Organization, or the GS1 Global Location Number (GLN) for a location.												
DATA FIELD 9— MISCELLANEOUS ELEMENTS	1		A value of 9 in this position indicates the presence of Data Field 9. All or none of Data Field 9 elements should be used. For example: If the store coupon flag is used then all fields listed in Data Field 9 should be included in the barcode.												
SAVE VALUE CODE	1		<table border="1"> <thead> <tr> <th>Code</th> <th>Definition of Save Value</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>cents off qualifying purchase items (default if Data Field 9 is missing)</td> </tr> <tr> <td>1</td> <td> <ul style="list-style-type: none"> <li>if Save Value = 0 one qualifying purchase item unit is free</li> <li>if Save Value &gt; 0 the one qualifying purchase item unit is free up to maximum amount in Save Value</li> </ul> </td> </tr> <tr> <td>2</td> <td>the number of qualifying purchase item units that are free</td> </tr> <tr> <td>5</td> <td>percent off qualifying purchase item</td> </tr> <tr> <td>6</td> <td>cents off final transaction amount (may exceed qualifying item price)</td> </tr> </tbody> </table>	Code	Definition of Save Value	0	cents off qualifying purchase items (default if Data Field 9 is missing)	1	<ul style="list-style-type: none"> <li>if Save Value = 0 one qualifying purchase item unit is free</li> <li>if Save Value &gt; 0 the one qualifying purchase item unit is free up to maximum amount in Save Value</li> </ul>	2	the number of qualifying purchase item units that are free	5	percent off qualifying purchase item	6	cents off final transaction amount (may exceed qualifying item price)
			Code	Definition of Save Value											
			0	cents off qualifying purchase items (default if Data Field 9 is missing)											
			1	<ul style="list-style-type: none"> <li>if Save Value = 0 one qualifying purchase item unit is free</li> <li>if Save Value &gt; 0 the one qualifying purchase item unit is free up to maximum amount in Save Value</li> </ul>											
			2	the number of qualifying purchase item units that are free											
			5	percent off qualifying purchase item											
			6	cents off final transaction amount (may exceed qualifying item price)											
<i>For values 1 and 2, the “unit” of the free item (quantity, dollar threshold, pounds, or kilograms) is adopted from the Save Value Applies to Which Item assignment.</i>															
SAVE VALUE APPLIES TO WHICH ITEM	1		<p>This data element only applies when multiple purchase requirements are present (Additional Purchase Rules Codes 1 or 2) and indicates which qualifying item the savings applies:</p> <ul style="list-style-type: none"> <li>0, is the Primary Qualifying Item (default if Data Field 9 is missing)</li> <li>1, is the 2nd Qualifying Item</li> <li>2, is the 3rd Qualifying Item</li> </ul>												
STORE COUPON FLAG	1		<p>If &gt; 0 flags this offer as a Store Coupon</p> <ul style="list-style-type: none"> <li>0, not a store coupon (default if Data Field 9 is missing)</li> <li>1, applies to only one qualifying item</li> <li>2, applies to up to 2 qualifying items</li> <li>3, applies to up to 3 qualifying items</li> <li>4, applies to up to 4 qualifying items</li> <li>5, applies to up to 5 qualifying items</li> <li>6, applies to up to 6 qualifying items</li> <li>7, applies to up to 7 qualifying items</li> <li>8, applies to up to 8 qualifying items</li> <li>9, applies to all qualifying items in transaction</li> </ul>												
DON'T MULTIPLY FLAG	1		If = 1 then this offer must not be multiplied (default is 0 if Data Field 9 is missing)												

Table C. Description of Coupon Data Elements

### 5.3 NOTES ABOUT THE ADDITIONAL PURCHASE RULES CODE

The **Additional Purchase Rules Code** specifies which items must be purchased to qualify for the coupon discount. The Code's values indicate some combination of the items defined by Primary Item (the Primary GS1 Company Prefix, Primary Family Code, and Primary Purchase Requirement), 2nd Item (having the 2nd GS1 Company Prefix, 2nd Family Code, and 2nd Purchase Requirement), or 3rd Item (having a 3rd GS1 Company Prefix, 3rd Family Code, and 3rd Purchase Requirements).



An offer must have at least a Primary Item (defined by the Primary GS1 Company Prefix, Family Code, and Purchase Requirement). However, 2nd and 3rd Items are optional.

**If the Additional Purchase Rules Code is 0**, then at least one of up to the three definable items must be purchased to qualify. (If only a Primary Item is defined, it will be the only validating purchase.)

**If the Additional Purchase Rules Code is 1**, then all of the up to the three definable items must be purchased to qualify (e.g., if the Primary and 2nd Items are defined, those two purchases are required to qualify). *(Note that if only a Primary Item is defined, Code 0 has the same effect as Code 1.)*

**If the Additional Purchase Rules Code is 2**, then the Primary Item and either the 2nd or the 3rd Item must be purchased. Effectively, the Primary Item is a required purchase, and the customer can choose between the 2nd or 3rd item to complete the requirements (e.g., “Buy 1 Dish Soap, and 2 Sponges or 3 Brushes, and Save \$1.00” – “1 Dish Soap” is the Primary, “2 Sponges” is the 2nd Item, and “3 Brushes” is the 3rd Item).

**If the Additional Purchase Rules Code is 3**, then the items defined by the 2nd or 3rd Company Prefix / Family Code combinations can be used to satisfy the Primary Purchase Requirement instead of the Primary Item. The Purchase Requirements for the 2nd and 3rd Items are ignored. For example, “Buy Any Three Snacks, Save \$1.00” can be valid on items with up to three different Company Prefix / Family Code combinations. The Purchase Requirement of three units could be satisfied with one of each GS1 Company Prefix / Family Code, or three of one GS1 Company Prefix / Family Code, or some combination in between. *(Note: Code 3 is particularly useful for those companies who have acquired or merged product lines that are still packaged with multiple GS1 Company Prefixes.)*

## 5.4 SYMBOL METRICS

The nominal X-dimension for this application shall be 0.0130 inch (0.33 mm). If a specific application requires, the X-dimension may be as small as 0.0100 inch. (0.254 mm) or as large as 0.013 in. (0.33 mm).

The nominal symbol height, as well as the minimum symbol height, may provide a square aspect ratio for each symbol segment. The symbol may be stacked in two to eleven rows. Each row shall be 34X high, and the separator pattern shall be 3X (minimum) high.

GS1 DATABAR SYMBOL	X DIMENSION			QUIET ZONE
	MINIMUM	NOMINAL	MAXIMUM	
GS1 DATABAR EXPANDED	0.0100 inch (0.254 mm)	0.013 inch (0.330 mm)	0.013 inch (0.330 mm)	N. A.

Table D. Symbol X Dimension

Coupon barcodes stacked in 2 row and 3 row configurations, the X Dimension may be as low as 0.0080” (0.203mm) as long as a minimum overall bar height of 1.020” (25.91mm) is maintained. X-dimensions less than 0.0100” (.254mm) might not always be feasible for all GS1 DataBar Coupon barcodes due to variables, such as printing process, symbol orientation, and material. Due to the time sensitive nature of the coupon



printing process, these variables should be considered during the design and barcode origination processes. Barcode verification should always be done from printing press proofs.

X DIMENSION		SINGLE ROW SYMBOL HEIGHT
MINIMUM	0.0100 inch (0.254 mm)	0.354 inch (8.99 mm)
NOMINAL	0.013 inch (0.33 mm)	0.442 inch (11.23 mm)
MAXIMUM	0.013 inch (0.33 mm)	0.442 inch (11.23 mm)

*For multi-row symbols, separate each row with a 3X Separator pattern*

Table E. Symbol Height

## 5.5 HUMAN READABLE INTERPRETATION

The only human readable digits shown from the GS1 DataBar barcode will be the GS1 Company Prefix and Offer Code separated by a dash. This will allow processors to properly handle a coupon with a barcode that will not scan. Retailers will need to manually verify the product purchase requirements and key enter the coupon value into their point-of-sale (POS) system in the event of a non-scannable barcode.

A clearly legible font shall be used for the human readable digits, and OCR-B as defined in ISO 1073-2 is recommended. This font is referenced only as a convenient standard typeface, and it is not intended that these digits be machine read or verified. Reasonable alternative type fonts and number sizes are acceptable provided the interpretation is clearly legible.

## 6 PRINT QUALITY

The minimum print quality grade for printed symbols shall be a 2.5/06/660 overall symbol grade when measured in accordance with ISO/IEC 15416. The measurement of the quality parameters shall be made by a verifier conforming to ISO/IEC 15426-1 using a 0.006 in. (0.15 mm) aperture at a nominal illumination wavelength of 660 nanometers.

GS1 DATABAR SYMBOL	MINIMUM ISO SYMBOL GRADE	APERTURE	WAVELENGTH (NANOMETERS)
GS1 DATABAR EXPANDED	2.5	0.006 inch (0.15 mm)	660 ± 10

Table F. Symbol Quality Requirements



## 7 FAMILY CODES

### 7.1 WHO ASSIGNS FAMILY CODES

It is the manufacturer's responsibility to assign Family Codes to their own products. This assignment is very important and should be based on a careful evaluation of the intended coupon marketing strategies of the company. Manufacturers should plan well before assigning Family Codes, so they will not have to modify the Family Code structure after they implement it. Manufacturers should attempt to anticipate all potential combinations of products likely to be couponed together when establishing Family Codes since it is difficult for a retailer to change the Family Code of a product after it has been entered in the item record file.

### 7.2 COMMUNICATING FAMILY CODES TO RETAILERS

Manufacturers are responsible for communicating Family Codes to retailers, which may be done directly or through a third-party service. This includes Family Codes for new products as well as any revisions to Family Codes. Family Codes must be communicated accurately and well in advance of their use so retailers have time to update their scanner item files. Manufacturers may choose to notify retailers of their Family Code structure on price lists or using other formats such as Electronic Data Interchange (EDI).

If you design a Family Code notification form, include the following information:

- Manufacturer name and address
- Name of contact person with address and phone number
- The 12-digit Global Trade Item Number® (GTIN®) (also known as a U.P.C.) of each product as it appears on the product or packaging
- A short description of each product
- The Family Code for each product. This must be a Family Code that does not end in zero. Family Codes that end in zero are either Summary Codes or Super Summary Codes and cannot be assigned to individual items (see the following section). Retailers need to enter the specific Family Code of each item in their systems so those coupons will be properly validated.

### 7.3 HOW TO ASSIGN FAMILY CODES

Manufacturers should follow these guidelines when assigning Family Codes:

- It is the intent of this system to allow the matching of the GS1 Company Prefix and Family Codes on coupons presented by consumers at point-of-sale (POS) against the GS1 Company Prefix and Family Codes for the items purchased by that consumer. Because it is difficult from an administrative viewpoint to change the Family Code of a product after it has been entered in the retailer's item record file, the manufacturer should attempt to anticipate all potential combinations of products likely to be covered by a single coupon offer when establishing Family Codes.
- A product can only be validated against one Family Code or against the related Summary Codes for its series of Family Codes. The programming of retailers' computers is such that a product's database may have more than one Family Code that is activated by date. But, there is only one active Family Code for the product that is used for validation of the coupon against product groupings.
- If a product is sold in only one form (i.e., a single stock keeping unit) and is expected to always be couponed by itself, assign a single three-digit Family Code specifically, and uniquely, to that product.





- If the product is sold in a number of flavors, colors, or forms (such as regular grind or drip grind), and these items are expected to be couponed together, assign the same three-digit Family Code to each item.
- If the product is sold in more than one size and it is deemed likely that the sizes will always be couponed together (such as, "\$0.25 off on 1 Giant Size or 1 Regular Size"), assign the same Family Code to each size. If they are likely to be couponed with separate offers, assign a different Family Code to each.
- If a single Family Code is used for different sizes of a product, the coupon is validated based on the purchase of any size of that product, regardless of any size purchase requirements on the coupon. For example, if code 432 is used for laundry detergent, both powdered and liquid in all sizes, and a coupon is issued that says "xx off on Brand Y, 40 ounces or larger," the coupon validates whenever the customer buys any size of Brand Y.
- Some coupon offers are valid for a single brand. If this is typical, give each brand a unique three-digit Family Code. If flavors, sizes, colors, forms, and so forth are to be couponed independently, assign a unique three-digit Family Code to each. The Summary or Super Summary Codes can be used as a roll up for brand/product groups. This is illustrated in the family coding examples at the end of this section. In a few cases, manufacturers routinely offer coupons for two or three brands. If this is the expected case, assign the same three-digit Family Code number to each of the brands that are couponed together.
- Do not assign Family Codes that end in zero to individual products or to represent a single product on a coupon. Family Codes that end in zero are either Summary Codes or Super Summary Codes. If a Family Code that ends in zero is assigned to represent a single product, a coupon for that product is validated by the purchase of not only that product, but possibly other products as well.

#### **7.4 COUPON OFFERS THAT REQUIRE THE PURCHASE OF MORE THAN ONE OF AN INDIVIDUAL PRODUCT OR MULTIPLE PRODUCTS**

- If all the products in the offer have the same GS1 Company Prefix and Family Code, use that GS1 Company Prefix and Family Code on the coupon.
- If the products couponed have the same GS1 Company Prefix and a common Summary or Super Summary Code, use the GS1 Company Prefix with the common Summary or Super Summary Code on the coupon.
- If the products couponed do not have the same Family Code, or a common Summary or Super Summary Code, but they have the same GS1 Company Prefix, use the 000 Family Code. Any product with the same GS1 Company Prefix will automatically validate the coupon.
- Coupons requiring purchase of more than one of a product, which have the same GS1 Company Prefix and Family Code, can be processed automatically at the checkstand if a "Buy 2..." or "Buy 3..." Value Code is used and the two or three purchases required are validated against the same Family Code. Use checker intervention only if there is no accurate method of coding the coupon for automatic validation and valuation.
- The "buy 1 get 1 free," "buy 2 get 1 free," and "buy 3 get one free" Value Codes are intended to be used only when the items that must be purchased are the same as the free item.



## 7.5 AVAILABLE FAMILY CODES

One thousand Family Code numbers (000-999) are available for use in the GS1 US Coupon Code program.

- Family Code 000 on a coupon allows any item on the consumer's order bearing that GS1 Company Prefix to validate the coupon.
- Family Code 992 bypasses the validation of the purchase of the item, and credits the customer's bill with the appropriate face value of the coupon. See *Section 7.1: The 992 Family Code* for details.
- Family Codes 001-009 are reserved for future use.
- Family Codes 990-999 (excluding 992) are reserved for future use.
- All Family Codes from 010 through 980 whose last digit is 0, (except Family Codes 100, 200, 300, 400, 500, 600, 700, 800, and 900) are reserved for use by manufacturers as Summary Codes. That is, a coupon whose three-digit Family Code ends in zero (with the aforementioned exceptions) will be validated if the consumer's purchase includes any item whose Family Code has the same first two digits as the number that ended in zero. The Summary Codes are not to be used for individual products. For example, a coupon whose three-digit Family Code is 250 will be validated if the consumer's purchase includes any item whose Family Code is 251-259. A further explanation is included in *Section 7.8: Family Coding Examples*.
- Family Codes 100, 200, 300, 400, 500, 600, 700, 800, and 900 are reserved for use by manufacturers as Super Summary Codes. Each of these Family Codes, when used on a coupon, validates any item whose Family Code has the same first digit. For example, a coupon whose three-digit Family Code is 200 is validated if the consumer's purchase includes any item whose Family Code is 201-299. A further explanation is included in *Section 7.8: Family Coding Examples*.
- If manufacturers or retailers elect to use Family Codes 011-019, 021-029, 039, 041-049, 051-059, 061-069, 071-079, 081-089, or 091-099, they should realize that Super Summary Codes are not available to cover this range of Family Codes. They do, however, have Summary Codes.
- If manufacturers or retailers elect to use Family Codes 101-109, 201-209, 301-309, 401-409, 501-509, 601-609, 701-709, 801-809, or 901-909, they should realize that Summary Codes covering these numbers are not available. They do, however, have Super Summary Codes.
- Family Codes 011 through 989 (with the preceding exceptions) are available for assignment to products or product groups.

The charts on the following pages outline the Family Codes, their uses, and availability.



### 7.5.1 FAMILY CODES WITH SUMMARY AND SUPER SUMMARY CODES

The following Family Codes are regular Family Codes and are available for assignment to products. They have Summary and Super Summary Codes.

111-119	211-219	311-319	411-419	511-519	611-619	711-719	811-819	911-919
121-129	221-229	321-329	421-429	521-529	621-629	721-729	821-829	921-929
131-139	231-239	331-339	431-439	531-539	631-639	731-739	831-839	931-939
141-149	241-249	341-349	441-449	541-549	641-649	741-749	841-849	941-949
151-159	251-259	351-359	451-459	551-559	651-659	751-759	851-859	951-959
161-169	261-269	361-369	461-469	561-569	661-669	761-769	861-869	961-969
171-179	271-279	371-379	471-479	571-579	671-679	771-779	871-879	971-979
181-189	281-289	381-389	481-489	581-589	681-689	781-789	881-889	981-989
191-199	291-299	391-399	491-499	591-599	691-699	791-799	891-899	.

Table G. Family Codes with Summary and Super Summary Codes

### 7.5.2 FAMILY CODES WITH SUPER SUMMARY CODES (BUT NO SUMMARY CODES)

The following Family Codes are available for assignment to products but do not have Summary Codes. They do, however, have Super Summary Codes.

101-109	201-209	301-309	401-409	501-509	601-609	701-709	801-809	901-909
---------	---------	---------	---------	---------	---------	---------	---------	---------

Table H. Family Codes with Super Summary Codes (but no Summary Codes)

### 7.5.3 FAMILY CODES WITH SUMMARY CODES (BUT NO SUPER SUMMARY CODES)

The following Family Codes are available for assignment to products but do not have Super Summary Codes. They do, however, have Summary Codes.

011-019	021-029	031-039	041-049	051-059	061-069	071-079	081-089	091-099
---------	---------	---------	---------	---------	---------	---------	---------	---------

Table I. Family Codes with Summary Codes (but no Super Summary Codes)

### 7.5.4 FAMILY CODES RESERVED FOR FUTURE USE

These Family Codes cannot be used on coupons or for assignment to products.

001	002	003	004	005	006	007	008	009
990	991	993	994	995	996	997	998	999

Table J. Family Codes Reserved for Future Use



## 7.6 SUPER SUMMARY CODES

Super Summary Codes allow a coupon to be validated if the consumer's order includes any item whose Family Code has the same first digit as the Super Summary Code.

100	200	300	400	500	600	700	800	900
-----	-----	-----	-----	-----	-----	-----	-----	-----

Table K. Super Summary Codes

## 7.7 SUMMARY CODES

A coupon is validated if consumer purchases an item whose Family Code has the same first two digits as the Summary Codes.

010	110	210	310	410	510	610	710	810	910
020	120	220	320	420	520	620	720	820	920
030	130	230	330	430	530	630	730	830	930
040	140	240	340	440	540	640	740	840	940
050	150	250	350	450	550	650	750	850	950
060	160	260	360	460	560	660	760	860	960
070	170	270	370	470	570	670	770	870	970
080	180	280	380	480	580	680	780	880	980
090	190	290	390	490	590	690	790	890	990

Table L. Summary Codes



## 7.8 THE 992 FAMILY CODE

When used properly, this code can improve POS efficiency by providing a method to code and scan offers previously handled manually by checker intervention.

The 992 Family Code allows scannable coupons to be issued for a number of products, which have traditionally required the manual input of a cashier. Among those targeted are products that use a barcode for random weight price point instead of a manufacturer's GS1 Company Prefix, such as deli counter items, bulk grains, meat items, produce, and other by-weight purchases. These examples, plus those where the products' GS1 Company Prefix differs from the prefix of the company paying for the coupon, can all use the 992 designation.

The 992 Family Code carries a different meaning and an entirely different system logic than all other three-digit Family Codes currently in use. By using the 992 Family Code, the product matching logic is bypassed, and the system goes directly to the Save Value.

Because the 992 Family Code omits an important validation and control feature, suppliers are strongly cautioned in the manner and circumstances in which they use 992. GS1 US has approved only four circumstances where the bypass Family Code should be applied:

- products that use a barcode for random weight price point instead of a manufacturer's GS1 Company Prefix, such as deli counter items, bulk grains, meat items, produce, and other by-weight purchases (described above)
- situations where the supplier's product line carries more than one GS1 Company Prefix for the group of products that is to be couponed (applies especially to cases in which one company is merged with or acquired by another company and wants to coupon products that still contain barcode symbols with the former GS1 Company Prefix)
- coupon tie-in offers (such as the in-store distributed coupons for "\$1.00 off your next purchase")
- in-ad coupons for promoted products that are to be paid for by the retailer

*Note about the 992 Family Code: The 992 Family Code is available for assignment to random weight products, products of a merged or acquired company, tie-in offer products, or in-ad coupons paid for by the retailer. This Family Code simply credits the customer's bill with the face value of the coupon.*



## 7.9 FAMILY CODING EXAMPLE

SUPER SUMMARY CODE	DESCRIPTION	SUPER SUMMARY CODE	DESCRIPTION
100	Coffee Division Products	200	Toothpaste Division Products
SUMMARY CODE	DESCRIPTION	SUMMARY CODE	DESCRIPTION
110	Coffee, any variety, any size	210	Toothpaste, any variety, any size
FAMILY CODE	DESCRIPTION	FAMILY CODE	DESCRIPTION
111	Coffee, Ground, 1 lb.	211	Regular, 2 oz.
112	Coffee, Ground, 2 lb., 3 lb.	212	Regular, 4 oz., 6 oz., 8 oz.
113	Coffee, Instant 4 oz.	213	Mint, 2 oz.
114	Coffee, Freeze Dried, 2 oz.	214	Mint, 4 oz., 8 oz.
115	Coffee, Freeze Dried, 4 oz., 8 oz.		

Table M. Family Coding Example



### Sample Coupon Offers:

- Coupon A: Save 25¢ on a 2 lb. or 3 lb. National Brands Ground Coffee **Family Code 112**
- Coupon B: Free 4 oz. National Brands Instant Coffee **Family Code 113**
- Coupon C: Save 50¢ on National Brands Coffee, any size, any variety **Family Code 110**
- Coupon D: Save 25 ¢ on National Brands Regular Flavor Toothpaste, any size except 2 oz. **Family Code 212**
- Coupon E: Save 50 ¢ on National Brands Regular or Mint Flavor Toothpaste, any size **Family Code 210**



## 8 APPENDIX A : GS1 COMPANY PREFIX CONVERSION

**It is imperative that Manufacturers (or the organizations creating coupons) encode their GS1 Company Prefix in the GS1 DataBar coupon and not their U.P.C. or UCC Company Prefix.** The POS coupon validation of the GS1 Company Prefix will perform item validation using a logical compare process (left to right) for the number of digits represented and contained in the Company Prefix attribute(s) from the coupon. In this logical comparison, leading zeros are significant -- unlike a numeric comparison process where leading zeros are not meaningful to the compare outcome. Consequently, it is important that the Company Prefix(es) encoded in the GS1 DataBar coupon are properly formed to ensure this compare process is performed accurately. The table below illustrates the process to convert U.P.C. Company Prefixes, UCC Company Prefixes, and NDC/NHRIC Labeler Codes into their GS1 Company Prefix format.

US COMPANY IDENTIFICATION EQUIVALENTS			BARCODE IMPLEMENTATIONS		
U.P.C. Company Prefix, or UCC Company Prefix, or MIN (Issued before 2005)	GS1 Company Prefix (Issued since 2005)	NDC/NHRIC Labeler Code (Issued by FDA)	Package U.P.C.	GS1 DataBar Coupon <sup>1</sup>	
					GS1 Company Prefix VLI
014141	0014141	N/A	<u>0</u> 14141 iiii c	1	<u>0014141</u>
612345	0612345	N/A	<u>6</u> 12345 iiii c	1	<u>0612345</u>
30001	030001	0001	<u>3</u> 0001 iiiiii c	0	<u>030001</u>
38001	038001	8001	<u>3</u> 8001 iiiiii c	0	<u>038001</u>
310001	0310001	10001	<u>3</u> 10001 iiii c	1	<u>0310001</u>
80412300	080412300	N/A	<u>8</u> 0412300 iii c	3	<u>080412300</u>

**i** = manufacturer-assigned item number called *Item Reference Number*; **c** = calculated *Check Digit*

Table N. GS1 Company Prefix Conversion

- **If you are uncertain of your GS1 Company Prefix, please contact your GS1 Member Organization.**
- NDC/NHRIC Labeler Codes beginning with 0 and 8 are four digits. Those beginning with 1-7 or 9 are five digits.
- Note that a company using 4-digit NDC/NHRIC Labeler Codes use 6-digit Item Reference Numbers on packaging (not 5).

<sup>1</sup> GS1 Company Prefix is found in four instances in the specification: Primary Purchase, Second Purchase, Third Purchase and Retailer Identification. The VLI is a single digit that defines the length of the following element. For the GS1 Company Prefix an offset of 6 is added to the VLI to get the actual length. The value of VLI may range from 0 to 6 allowing GS1 Company Prefixes to range from 6 to 12 digits in length. VLI values 7, 8 and 9 are reserved.

## 9 APPENDIX B: FREQUENTLY ASKED QUESTIONS

### 9.1 INTRODUCTION

This document is designed to address industry questions concerning the Coupon Re-engineering Initiative and the use of GS1 DataBar Expanded Stacked as a solution. While the questions and comments are coupon-oriented, some of the responses include a wider view of the acceptance and implementation of GS1 DataBar Symbology across several product categories and retailer departments. This is due to the fact that the ROI for GS1 DataBar is dependent not on just its use with coupons but on its use in multiple applications (e.g., produce, meat, poultry, seafood, the deli, etc.). This broader view of GS1 DataBar is needed in order to justify its acceptance and use in addressing various business issues and needs.

### 9.2 BARCODE CREATION/SCANNING

**1. How will users (retailers, processors, manufacturers, printers) test barcodes, both for readability and content? How will they determine the source of the problem (barcode, printing, content, scanner)?**

It is recommended you check with your barcode verifier equipment supplier for GS1 DataBar enablement. The process is expected to be no different than performed today in the current environment.

**2. What are the exact dimensions of the code (minimum and maximum)?**

10 mil to 13 mil feature size is recommended, which is the same as the UPC-A symbol. The length of the GS1 DataBar Expanded Stacked coupon barcode is dependent on the number of optional fields used in the barcode.

**3. Does the size vary depending on the number of data elements used?**

Yes. See the examples provided below (UPC-A format, GS1 DataBar format of the same, and expanded format).



Figure 2. UPC-A Format





Figure 3. GS1 DataBar Expanded Format (same data as UPC-A above)



Figure 4. GS1 DataBar Expanded Format

**4. How will cashiers handle unreadable barcodes, as there will be no human-readable component (except GS1 Company Prefix and Offer)? Presently, the human-readable number is manually entered.**

The process to handle unreadable coupons by retailers will be their business decision as enabled and supported by their POS solutions. Several approaches are available: 1) the cashier can key enter the face value of the coupon and select the appropriate coupon key on the POS system or, 2) the cashier can key enter the GS1 Company Prefix (to verify a GS1 Company Prefix match with the products in the customer's order) and key enter the face value of the coupon.



## 9.3 OFFER CODING

### 5. *How will the 992 Mergers/Acquisitions scenario (i.e., offers for items with more than one GS1 Company Prefix) be addressed using the new coding?*

GS1 DataBar can accommodate up to two additional GS1 Company Prefixes. However, the usage of the additional GS1 Company Prefixes is dependent on the terms of the merger/acquisition and the agreed upon use of the Company Prefixes. The licensee of the GS1 Company Prefix is the organization that will be responsible for the coupon liability.

Since the coupon specification is designed to handle a maximum of three GS1 Company Prefixes, coupon producers with requirements in excess of this number will need to consider an alternative approach to address this constraint.

### 6. *How will the 992 Random Weight scenario be addressed using the new coding?*

The GS1 DataBar coupon barcode will not address current issues with random weight items. Coupons valid on random weight items cannot be validated to the product at the POS. The product labeling of the random weight item causes this issue. Until the product barcode is re-designed to contain the Company Prefix, coupon coding alone cannot solve the problem. The family code of 992 will continue to be needed within the coupon barcode.

### 7. *How will the 992 Retailer In-Ads scenario be addressed using the new coding?*

Retailer-funded offers will use the offered item's GS1 Company Prefix(es) in the purchase requirement segments. The retailer is specifically identified, either at a company or location level, in separate retailer GS1 Company Prefix data segments. The retailer can also use the optional Data Field 9 which includes *store coupon flags* and *don't multiply flags* to further specify the offer.

### 8. *How will the 992 Scripted Offers scenario be addressed using the new coding? (e.g., \$1.00 Off next order; Scripted offers now commonly use 992 coding)*

A scripted offer will use the Required Purchase fields to either specify no purchase required, or a minimum order total required, to receive the discount. The funding GS1 Company Prefix will be used, but no family code specification will be needed.

### 9. *Will/can existing problems with 992 tax/food stamp issues be addressed?*

The GS1 DataBar design specification cannot address the intricacies of taxing and eligibility rules for coupons. However, the use of 992 will now be limited to variable weight offers, which will greatly reduce 992 frequency and may allow retailers to use that information to address some tax issues.

### 10. *There are many companies who share GS1 Company Prefixes and use the same Family Codes. Do the new capabilities allow the coupon to indicate the billed party (e.g., third party, or a manufacturer whose products may or may not be included in the offer)?*

Yes. See *Section 4 – Coupon Data Elements* above for details.



**11. Will there still be a need for 00-Checker Intervention? If so, under what circumstances?**

The GS1 DataBar Coupon specification provides for checker intervention through the use of a purchase requirement flag with a value of “9” (not a 00 in the Value Code). However, the use of this setting should be reserved for only those situations where no other means are available to deliver the offer. Cashier intervention impacts the customer, the retailer, and the issuer as an interpretation and action remains an individual judgment of the cashier.

**12. Will a manufacturer be able to determine redemption by region without dropping separate Offer Codes in different regions?**

If manufacturers wish to track regional performance of a coupon they will **still** need to provide unique barcodes for each region to the appropriate coupon distribution company (FSI, Catalina, SSCM etc.). Manufacturers will now be able to decide on one of two methods to track regional responsiveness:

- Continue to use separate Offer Codes as is done today; or
- use serial numbers within GS1 DataBar and advise the processing agents to capture this data and develop reporting to support this feature.

**13. How will the various “free” coupon values work?**

The GS1 DataBar Coupon specification provides for free product and free up to a maximum save value. Retailers will still need to ensure the free value provided to the customer is written on the coupon.

**14. Can POS systems opt out of processing “optional” fields?**

This is a business decision of the individual user. The industry should recommend that users not opt-out of using these fields. If the “optional” data elements are not captured, many of the benefits of the new coding are lost.



## 10 APPENDIX C: EXAMPLES

**Example 1** - Save \$1.50 on any size item A when you buy either item B or item C. This offer has an Expiration Date of December 31, 2010.

ELEMENT	DATA
Application Identifier	8110
Primary GS1 Company Prefix VLI	1
Primary GS1 Company Prefix	0614141
Offer Code	654321
Save Value VLI	3
Save Value	150
Primary Purchase Requirement VLI	1
Primary Purchase Requirement	1
Primary Purchase Requirement Code	0
Primary Purchase Family Code	120
Data Field 1 - 2nd Qualifying Purchase	1
Additional Purchase Rules Code	2
2nd Purchase Requirement VLI	1
2nd Purchase Requirement	1
2nd Purchase Requirement Code	0
2nd Purchase Family Code	140
2nd Purchase GS1 Company Prefix VLI	9
2nd Purchase GS1 Company Prefix	N/A
Data Field 2 - 3rd Qualifying Purchase	2
3rd Purchase Requirement VLI	1
3rd Purchase Requirement	1
3rd Purchase Requirement Code	0
3rd Purchase Family Code	256
3rd Purchase GS1 Company Prefix VLI	1
3rd Purchase GS1 Company Prefix	012666
Data Field 3 - Expiration Date	3
Expiration Date	101231

**Data encoded:** 81101061414165432131501101201211014092110256100126663101231

0614141-654321



**Example 2** - Save \$0.50 on one bundle pack of item A or three boxes of item A. This offer has an Expiration Date of December 31, 2010.

ELEMENT	DATA
Application Identifier	8110
Primary GS1 Company Prefix VLI	1
Primary GS1 Company Prefix	0614141
Offer Code	1234
Save Value VLI	2
Save Value	50
Primary Purchase Requirement VLI	1
Primary Purchase Requirement	1
Primary Purchase Requirement Code	0
Primary Purchase Family Code	650
Data Field 1 - 2nd Qualifying Purchase	1
Additional Purchase Rules Code	0
2nd Purchase Requirement VLI	1
2nd Purchase Requirement	3
2nd Purchase Requirement Code	0
2nd Purchase Family Code	850
2nd Purchase GS1 Company Prefix VLI	9
2nd Purchase GS1 Company Prefix	N/A
Data Field 3 - Expiration Date	3
Expiration Date	101231

**Data encoded:** 8110106141410012342501106501013085093101231

0614141-001234





**Example 3** - Free item A when you buy item B and item C. This offer has an Expiration Date of December 31, 2010.

ELEMENT	DATA
Application Identifier	8110
Primary GS1 Company Prefix VLI	1
Primary GS1 Company Prefix	0614141
Offer Code	1247
Save Value VLI	1
Save Value	0
Primary Purchase Requirement VLI	1
Primary Purchase Requirement	1
Primary Purchase Requirement Code	0
Primary Purchase Family Code	760
Data Field 1 - 2nd Qualifying Purchase	1
Additional Purchase Rules Code	1
2nd Purchase Requirement VLI	1
2nd Purchase Requirement	1
2nd Purchase Requirement Code	0
2nd Purchase Family Code	850
2nd Purchase GS1 Company Prefix VLI	9
2nd Purchase GS1 Company Prefix	N/A
Data Field 2 - 3rd Qualifying Purchase	2
3rd Purchase Requirement VLI	1
3rd Purchase Requirement	1
3rd Purchase Requirement Code	0
3rd Purchase Family Code	860
3rd Purchase GS1 Company Prefix VLI	9
3rd Purchase GS1 Company Prefix	N/A
Data Field 3 - Expiration Date	3
Expiration Date	101231
Data Field 9 - Miscellaneous Elements	9
Save Value Code	1
Save Value Applies to Which Item	0
Store Coupon	0
Don't Multiply Flag	0

**Data encoded:** 8110106141410012471011076011110850921108609310123191000

0614141-001247





**Example 4** - One item A free (up to \$0.89) with purchase of two item B or four item C. This offer has an Expiration Date of December 31, 2010.

ELEMENT	DATA
Application Identifier	8110
Primary GS1 Company Prefix VLI	1
Primary GS1 Company Prefix	0614141
Offer Code	123456
Save Value VLI	2
Save Value	89
Primary Purchase Requirement VLI	1
Primary Purchase Requirement	1
Primary Purchase Requirement Code	0
Primary Purchase Family Code	120
Data Field 1 - 2nd Qualifying Purchase	1
Additional Purchase Rules Code	2
2nd Purchase Requirement VLI	1
2nd Purchase Requirement	2
2nd Purchase Requirement Code	0
2nd Purchase Family Code	850
2nd Purchase GS1 Company Prefix VLI	1
2nd Purchase GS1 Company Prefix	048000
Data Field 2 - 3rd Qualifying Purchase	2
3rd Purchase Requirement VLI	1
3rd Purchase Requirement	4
3rd Purchase Requirement Code	0
3rd Purchase Family Code	256
3rd Purchase GS1 Company Prefix VLI	1
3rd Purchase GS1 Company Prefix	048000
Data Field 3 - Expiration Date	3
Expiration Date	101231
Data Field 9 - Miscellaneous Elements	9
Save Value Code	1
Save Value Applies to Which Item	0
Store Coupon	0
Don't Multiply Flag	0

**Data encoded:**

8110106141411234562891101201212085010048000214025610048000310123191000  
 0614141-123456





**Example 5** - Save \$1.50 on any size item A when you purchase item B or item C. This offer has an Expiration Date of December 31, 2010.

ELEMENT	DATA
Application Identifier	8110
Primary GS1 Company Prefix VLI	1
Primary GS1 Company Prefix	0614141
Offer Code	543210
Save Value VLI	3
Save Value	150
Primary Purchase Requirement VLI	1
Primary Purchase Requirement	1
Primary Purchase Requirement Code	0
Primary Purchase Family Code	120
Data Field 1 - 2nd Qualifying Purchase	1
Additional Purchase Rules Code	2
2nd Purchase Requirement VLI	1
2nd Purchase Requirement	1
2nd Purchase Requirement Code	0
2nd Purchase Family Code	140
2nd Purchase GS1 Company Prefix VLI	9
2nd Purchase GS1 Company Prefix	N/A
Data Field 2 - 3rd Qualifying Purchase	2
3rd Purchase Requirement VLI	1
3rd Purchase Requirement	1
3rd Purchase Requirement Code	0
3rd Purchase Family Code	256
3rd Purchase GS1 Company Prefix VLI	1
3rd Purchase GS1 Company Prefix	012666
Data Field 3 - Expiration Date	3
Expiration Date	101231

**Data encoded:** 81101061414154321031501101201211014092110256100126663101231

0614141-543210





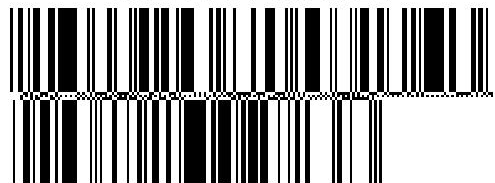


**Example 6** - Buy item A and receive \$5.00 off your order (item only costs \$1.00). This offer has an Expiration Date of December 31, 2010.

ELEMENT	DATA
Application Identifier	8110
Primary GS1 Company Prefix VLI	1
Primary GS1 Company Prefix	0614141
Offer Code	654321
Save Value VLI	3
Save Value	500
Primary Purchase Requirement VLI	1
Primary Purchase Requirement	1
Primary Purchase Requirement Code	0
Primary Purchase Family Code	0
Data Field 3 - Expiration Date	3
Expiration Date	101231
Data Field 9 - Miscellaneous Elements	9
Save Value Code	6
Save Value Applies to Which Item	0
Store Coupon	0
Don't Multiply Flag	0

**Data encoded:** 8110106141416543213500110000310123196000

0614141-654321





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