



Book Industry Study Group

# **Guidelines For Shipping Container Labeling**

Revision 09-2005

Developed by:  
The Distribution Executives Interest Group (DEIG)  
of the Book Industry Study Group, Inc.

© 2005 The Book Industry Study Group, Inc.

# Guidelines for Shipping Container Labeling

## Introduction

These guidelines have been developed and revised through the work of the Distribution Executives Interest Group (DEIG). The goal of these guidelines is to recommend standards for the book industry that will simplify capturing data at all stages of shipping, warehousing and receiving between publishers, distributors and booksellers and align the book industry with global trade generally.

These guidelines are designed to conform to “ANSI/UCC-6: Application Standard for Shipping Container Codes” published by GS1 US (formerly the Uniform Code Council) and to be used as a basis for more specific agreement on shipping container labeling between trading partners.

It is expected that these guidelines will be revised and updated from time to time as new standards are developed both within and outside of the book industry and to keep up with emerging technologies.

## Shipping Label

The shipping label contains information relevant to the shipping of the product. The committee recommends that the most current standards of the ANSI/UCC-128 label format be adopted as the basis for shipping label standards in the book industry. The industry should continue to consider updates to its recommended guidelines as changes are made to the ANSI/UCC standards.

The layout of the ANSI/UCC-128 label is made up of different blocks or zones. Each zone, with some exceptions, can vary in size to accommodate different pieces of information. The basic premise of this label is that each zone can be thought of as a building block. The size of the blocks can be adjusted to accommodate various pieces of information. However, each building block should measure 1" in height  $\pm .02$ ". A building block can be doubled in height to accommodate additional information. The height of the double-high block should measure 2" in height  $\pm .04$ ". Additionally, the width of the building blocks is determined by the width of the label and in some cases can be divided to accommodate two building blocks side by side. Despite the resizing of the zones, the placement of information remains consistent, allowing for more efficient shipping and receiving.

The recommended label width is 4". The recommended minimum label height is 6" and can be adjusted to a longer label to accommodate additional fields.

Figure A-1 in Appendix A shows a sample of the zone layout of a 4" x 6" ANSI/UCC-128 label with all fields being utilized and with Zones A through H at a 1" height. Figure A-2 in Appendix A shows a sample of the zone layout of a 4" x 7" ANSI/UCC-128 label again where Zones A through H are 1" in height and where Zones E and F are expanded to the full width of the label causing the label size to change to 7". Examples of Common Carrier (Truckload/LTL), “mark-for” and small parcel labels also appear in Appendix A.

In cooperation with DEIG, UPS has developed a template for a shipping label designed to fit within the UPS shipping label standards while leaving room to accommodate the information recommended in the DEIG guidelines. To allow for all of the information to appear on the shipping label, UPS has reduced the height

requirement of the Tracking Number bar code from 1" to .75". Additionally, there have also been changes to many of the font sizes currently required by UPS. A sample of this template can be found in Appendix A under Figure A-5. The specifications pertaining to fonts and bar code heights must be adhered to for acceptance by UPS. DEIG has also developed two additional templates that have been approved by UPS for use with a 4"x 6" and 4"x 7" shipping label where the Ship To and Ship From addresses appear side by side more closely resembling the shipping label standards for other carriers. These examples can be found under Figures A-6 and A-7 in Appendix A. While these standards were developed for the industry as a whole, it is still the responsibility of each company that uses these templates to go through an appropriate certification process with UPS. Companies should reference the "BISG Layout" when corresponding with UPS during the certification process.

The guidelines outlined for shipping labels can also be used for the shipment of returns back to the vendor. In those cases the information contained in Zone E (Receiver/Customer Segment) would be information required by the receiver of the return and Zone F (Shipper/Supplier Segment) would be reserved for internal information that the shipper of the returns may require.

There have been additional Application Identifiers assigned specifically for use with returns; these can be found in Table D-3 in Appendix D. Additionally, an alpha code has been designated to identify the return product type; this information would be located in Zone E of the shipping label. Additional information on the use of this code can be found in Table D-1 in Appendix D. Samples of shipping labels used for returns can be found in Appendix A under Figures A-8, A-9 and A-10.

Table D-1 in Appendix D defines the uses, sizes and mandatory or minimum requirements for the different zones on the shipping label. Whenever information on the shipping label is to be bar coded, it should be based on UCC/EAN-128 symbology with the exception of UPS information which utilizes Code-128 symbology. Please refer to the "UPS Guide for Labeling" for exact specifications. Care should be taken to use the appropriate Application Identifier (AI) codes and data construction as outlined in Appendix D, Table D-3. Table D-4 defines font sizes and bar code heights specific to the BISG Layout for the UPS label. For information on the creation of the MaxiCode, Routing codes, bar code symbologies and other UPS-related information, the latest version of the "UPS Guide to Labeling" should be consulted.

## **Shipping Label Placement**

The original "BISG Guidelines for Shipping Labels" called for the shipping label to be placed on the top of the carton. The current GS1 US "Application Standards for Shipping Container Codes" calls for the placement of the shipping label on the side of the carton. To accommodate both top and side labeling, as well as provide guidelines for those that are transitioning from top to side or both, these new guidelines contain standards for each. Ultimately, the placement of shipping labels will be agreed to by trading partners based on the needs and abilities of both the shipper and receiver. However, it is recommended that as enhancements to shipping or receiving operations are planned, the ability to side-label or top- and side-label be considered.

### Guidelines for Top Labeling

Shipping labels placed on the top of the carton should adhere to the following general guidelines (examples are provided in Appendix B, Figure B-1):

- The shipping label should be placed so it does not cover the seam of the carton. If placed on the seam, the label could be damaged when the carton is opened or bar codes could be distorted by the seam.
- The shipping label should be placed in such a way that the tape used in sealing the carton does not cover any bar code or other critical information on the shipping label.
- Ideally, the shipping label should be placed so that no bar code, particularly that of the SSCC, appears any closer than 1¼" from any natural edge of the carton.

For small cartons where the top surface does not allow for all of the above guidelines to be followed, the exceptions below are allowed:

- The shipping label may be placed on top of any sealing tape.
- If the shipping label must be placed in a manner in which the SSCC bar code will appear closer than 1¼" to the edge and side of the top of the carton, the label should be placed in such a way that the SSCC bar code is placed away from the short edge of the carton so that the quality of the bar code is not diminished if the corner of the carton is damaged.
- If the shipping label must be placed across the seam of the carton, care should be taken that no bar code or other critical information crosses the seam and could be lost when the carton is opened.

#### Guidelines for Side Labeling

In keeping with the guidelines set forth by the GS1 US "Application Standards for Shipping Container Codes," shipping labels placed on the side of the carton should meet the following criteria (examples are provided in Appendix B, Figure B-2):

- Shipping labels should be placed on the long side of the carton with the bar codes in a vertical bar or "picket fence" configuration.
- Shipping labels should be placed in such a way that the SSCC bar code appears at least 1¼" from the natural bottom of the carton.
- The shipping label should be placed so that the SSCC bar code appears no closer than 1¼" from the edge of the carton.
- If the shipping label is placed on the same side of the carton as a product label (see Figures C-1 and C-2 in Appendix C); it should be placed to the left side of the product label so that it does not obscure any of the information on the product label and so that no bar code appears closer than 1¼" from the natural edge of the carton. (See example under Figure B-3 in Appendix B.)

For cartons where the height of the carton is less than that of the shipping label, one of the following should occur:

- The entire shipping label should be placed on the top of the carton following the guidelines for Top Labeling.
- The shipping label should be placed on the side of the carton with the bottom of the bar code placed at least 1¼" from the natural bottom; and the excess portion of the top of the label should be folded over to the top of the carton. Care should be taken in these cases to not crease the shipping label on any bar codes or other critical information.

## Product Label & Carton Markings

The product label and carton markings contain information relevant to the contents of the carton.

With the emergence of new technology and the continued need for title marketing, it is understood that labeling should not be the only method for identifying the contents of a carton.

In an effort to minimize the duplication of information on the shipping label, the product label and carton markings and eliminate a need for printing two labels at the time of shipment, it is recommended the following standards be used when labeling or marking product information on full carton packs.

UCC/EAN-128 symbology should be used for all bar codes observing the appropriate Application Identifiers as outlined in Table D-3 in Appendix D.

### Acceptable Standards for Carton Marking/Labeling

The acceptable methods for carton marking are by labeling, offset, flexo or ink jet printing. In all instances, carton information should appear in the zoned layout as explained in the following section and also outlined in Table 2 of Appendix D. When printing bar codes directly on the carton, care should be taken that the bar codes are appropriately sized and with sufficient contrast to be scanned accurately. In cases where symbols printed directly on the carton will not scan properly, the bar coded information should appear on a label placed on the carton.

When printed directly to the carton all bar codes should be sized properly and spaced with appropriate quiet zones and should not be printed closer than 1¼" from any edge of the carton. When using labels, they should be placed at least 1¼" from any carton edge or in such a manner that bar codes on the label do not appear closer than 1¼" from any carton edge. When using wrap-around labels, they should be printed and applied so the bar codes do not appear closer than 1¼" from the top and bottom or other edge of the carton.

Product label bar codes should be in a vertical bar or "picket fence" configuration.

### Zoned Product Information

The following explains the various zones, or order, in which the product information should be placed--either on a product label, printed directly on the carton itself or by a combination of both. Table D-2 in Appendix D shows the various zones and a more detailed listing of some of the items that would be included in the various zones. Appendix C contains various examples of how the zone layouts would appear when using the different printing methods. The correct AI prefixes and data construction for bar coded information are contained in the list in Appendix D, Table D-3.

**Zone 1** - This zone, the first block of information to appear, contains human readable non-bar coded information specific to the product. Typically, and to eliminate repeated information, this field would include information that is not otherwise bar coded on the carton such as the title, author, on-sale date, publisher and country of origin. In cases where bar coded information is not being directly printed on the carton but is on a separate label, text for bar coded information may also appear in this zone.

**Zone 2** - The second zone, the middle block of information, is reserved for publisher-specific information, which may or may not be bar coded at the discretion of the publisher, e.g., the publisher purchase order, printing number and cover four bar code designation. When showing the bar code designation the following abbreviations should be utilized: EAN, UPC or E/U if the title has both an EAN and UPC on cover four. When placing a bar coded purchase order number in this area the proper AI (251) should be used and identified by either PPON, "Publisher Purchase Order Number" or similar text in order to clearly identify it as the publisher's order number and not be confused with the customer's purchase order number located on the shipping label.

**Zone 3** - The last zone, the bottom section of information, is reserved for bar coded product information that is equally useful to both the shipper and the receiver. Information included in this section would be ISBN, carton quantity, carton weight and cover price. In cases where printing directly on the carton would not create acceptable bar codes, this information should be labeled at the bottom of the carton, taking care not to obstruct other information and maintaining a minimum distance from the bottom or edge of the carton of at least 1¼".

### **ISBN-13 Transition**

As the book industry transitions to a 13-digit ISBN the carton markings should parallel the standards recommended by the Machine Readable Coding Committee (MRC) in regards to which ISBN (ISBN-10 or ISBN-13) be displayed on cover four of the book. It is further recommended by DEIG that the carton labeling match the markings on cover four of the book contained in the carton.

The recommendation provided by the MRC was that titles published or printed prior to 1/1/07 need carry only the ISBN-10 on cover four and that titles published or reprinted after 1/1/07 should carry the ISBN-13. In both cases the number is to be identified only by ISBN and not ISBN-10 or ISBN-13.

Some may find it necessary to carry both the ISBN-10 and the ISBN-13 during and for some time after the transition. In those cases the publishers may display the ISBNs in the sequence they prefer (ISBN-10 above the ISBN-13 as shown in Appendix C Figure C-8 or ISBN-13 above the ISBN-10 – not shown) so long as each is properly identified as ISBN-10 or ISBN-13.

Complete details regarding the recommendations for the transition to ISBN-13 can be found on the BISG website. Examples of the various appearances of a sample product label appear in Figures C-6 through C-8 in Appendix C of these guidelines. Other examples in these guidelines use only a 10-digit ISBN.

### **Label/Carton Marking Placement**

Carton product labels or markings should appear on at least two sides of the carton, one of which must be the long side of the carton.

All labels should be placed at least 1¼" from the carton edges or labels should be placed so that bar codes on the label are at least 1¼" from any carton edge.

Bar codes printed directly on the carton should appear at least 1¼" from the carton edges.

When using wrap around labels, they should be printed and applied so the bar codes do not appear closer than 1¼" from the top and bottom or other edge of the carton.

## **Additional Resources**

GS1 US (formerly the Uniform Code Council)  
1009 Lenox Drive  
Suite 202  
Lawrenceville, NJ 08648  
Phone: 609-620-0200  
FAX: 609-620-1200  
E-mail: [info@gs1us.org](mailto:info@gs1us.org)  
Web: [www.gs1us.org](http://www.gs1us.org)

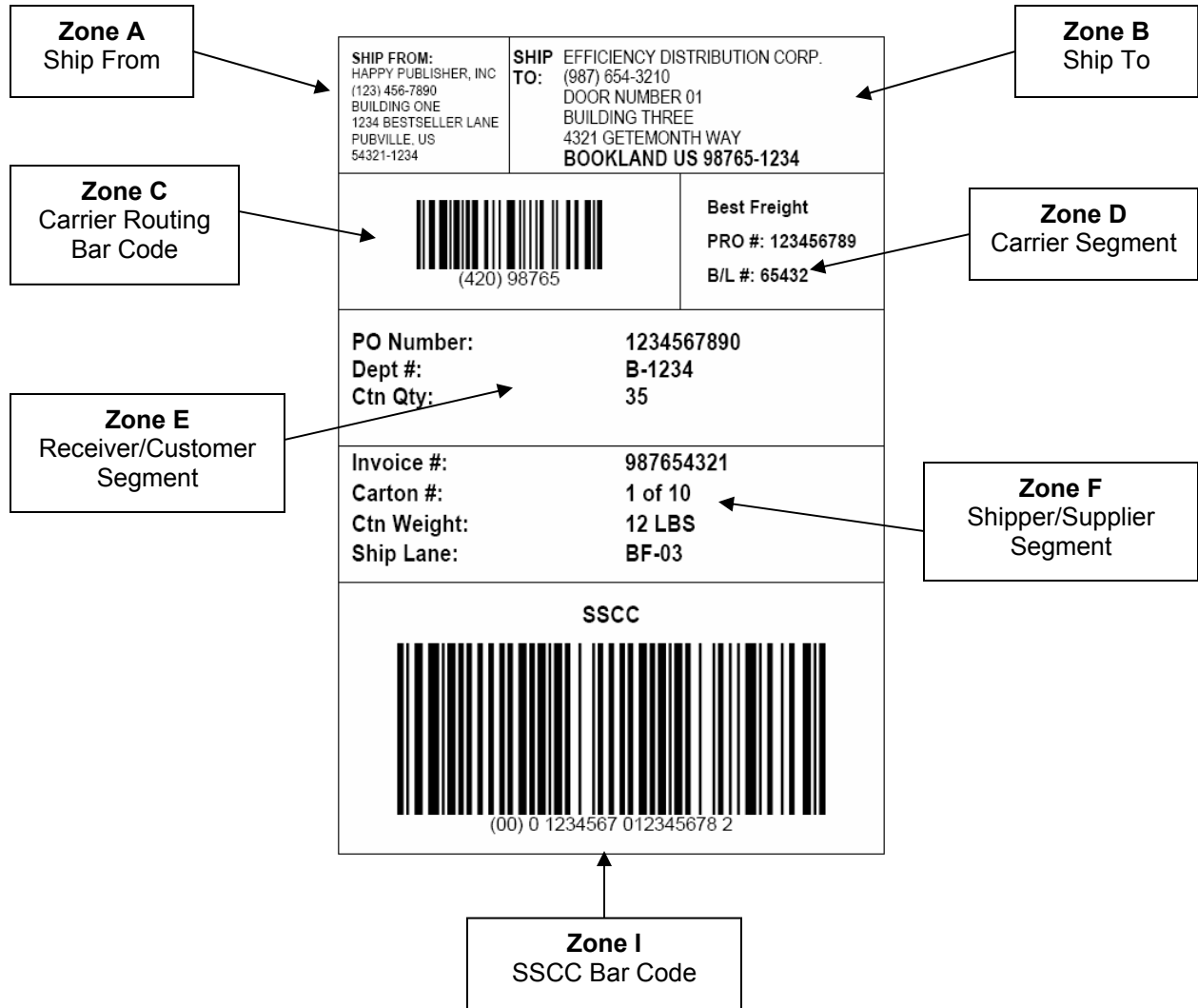
**Figure A - 2**  
**Sample 4"x 7" Shipping Label**

<b>Zone A</b> Ship From	<b>Zone B</b> Ship To
<b>Zone C</b> Carrier Bar Code	<b>Zone D</b> Carrier
<b>Zone E</b> Receiver/Customer Segment	
<b>Zone F</b> Shipper/Supplier Segment	
<b>Zone G</b> Final Destination Code	<b>Zone H</b> Mark for Text
<b>Zone I</b> SSCC Bar Code	

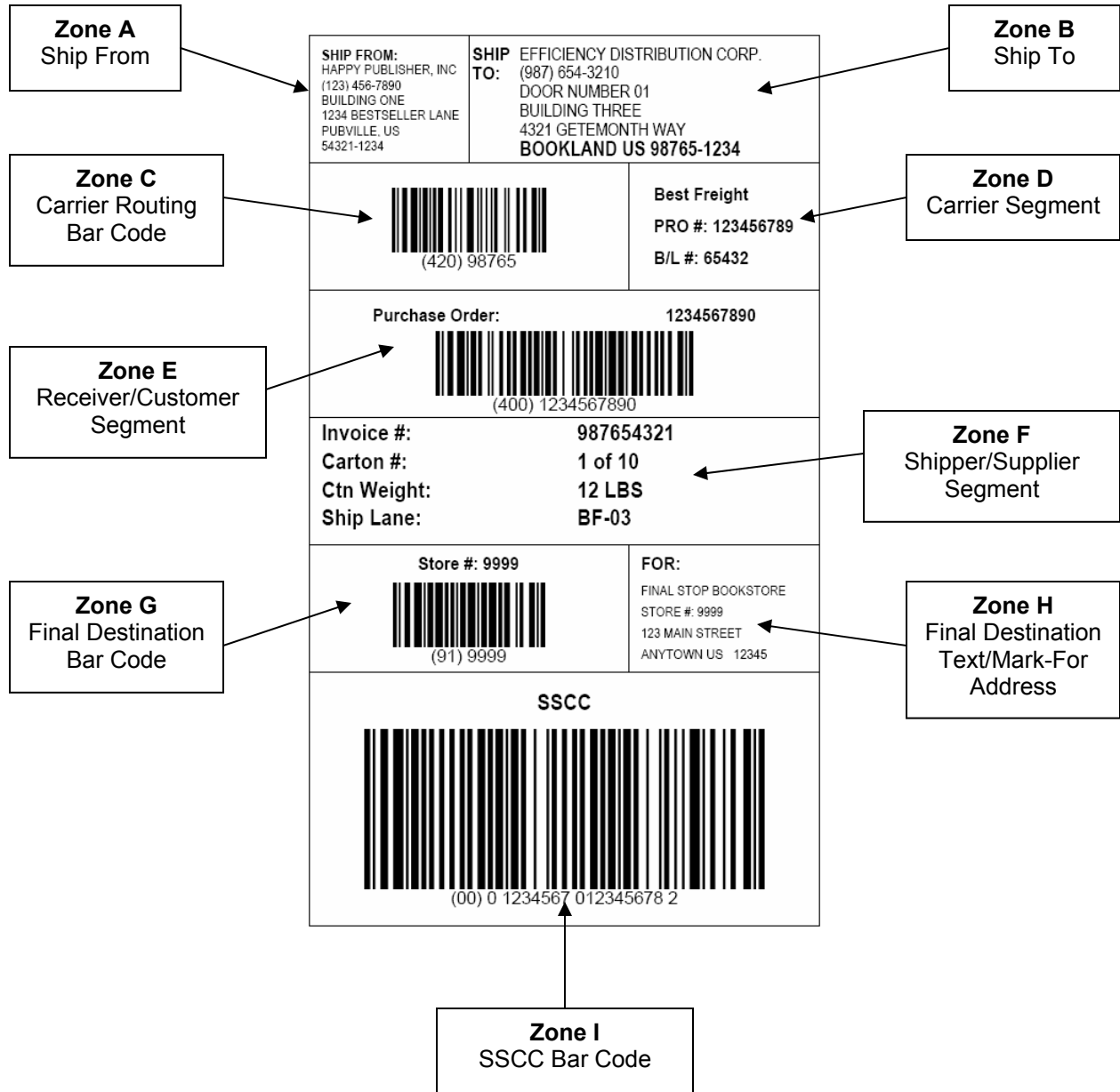
**Figure A - 1**  
**Sample 4"x 6" Shipping Label**

<b>Zone A</b> Ship From	<b>Zone B</b> Ship To
<b>Zone C</b> Carrier Bar Code	<b>Zone D</b> Carrier
<b>Zone E</b> Receiver/Customer Segment	<b>Zone F</b> Shipper/Supplier Segment
<b>Zone G</b> Final Destination Code	<b>Zone H</b> Mark for Text
<b>Zone I</b> SSCC Bar Code	

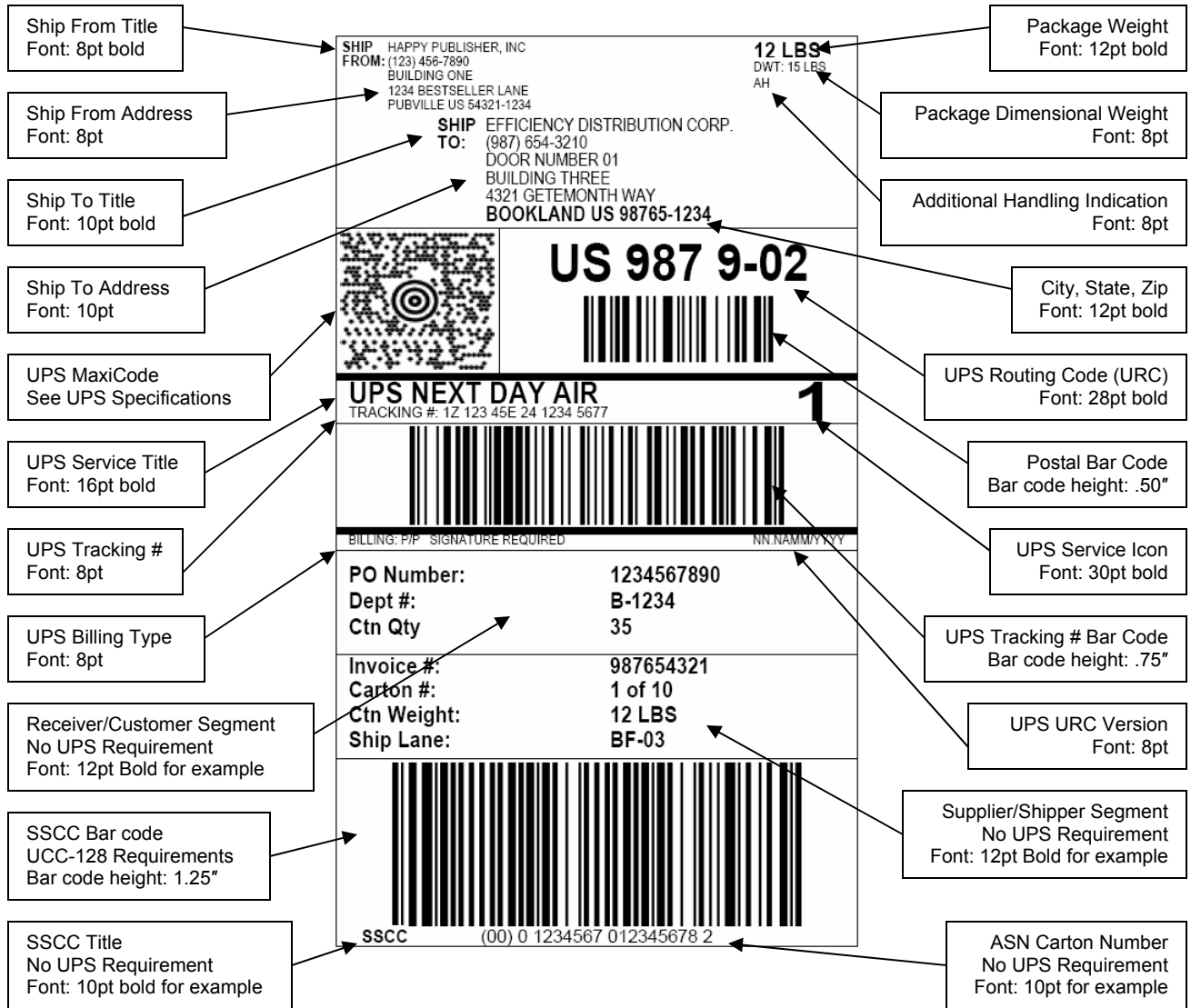
**Figure A - 3**  
**Sample 4"x 6" Common Carrier Shipping Label**  
**(Truckload/LTL Carrier)**



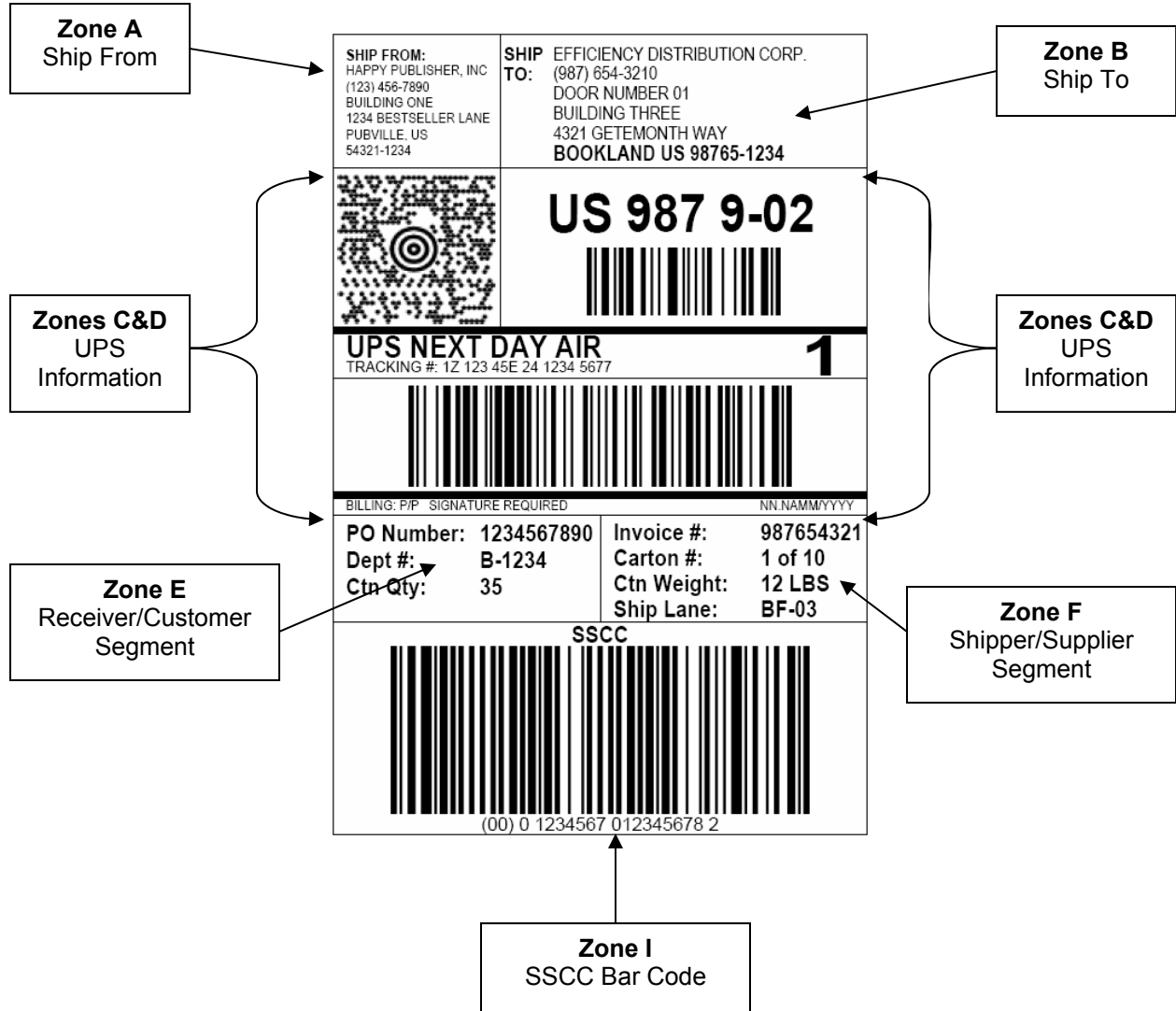
**Figure A - 4**  
**Sample 4"x 7" Mark For Shipping Label**  
**(Truckload/LTL Carrier)**



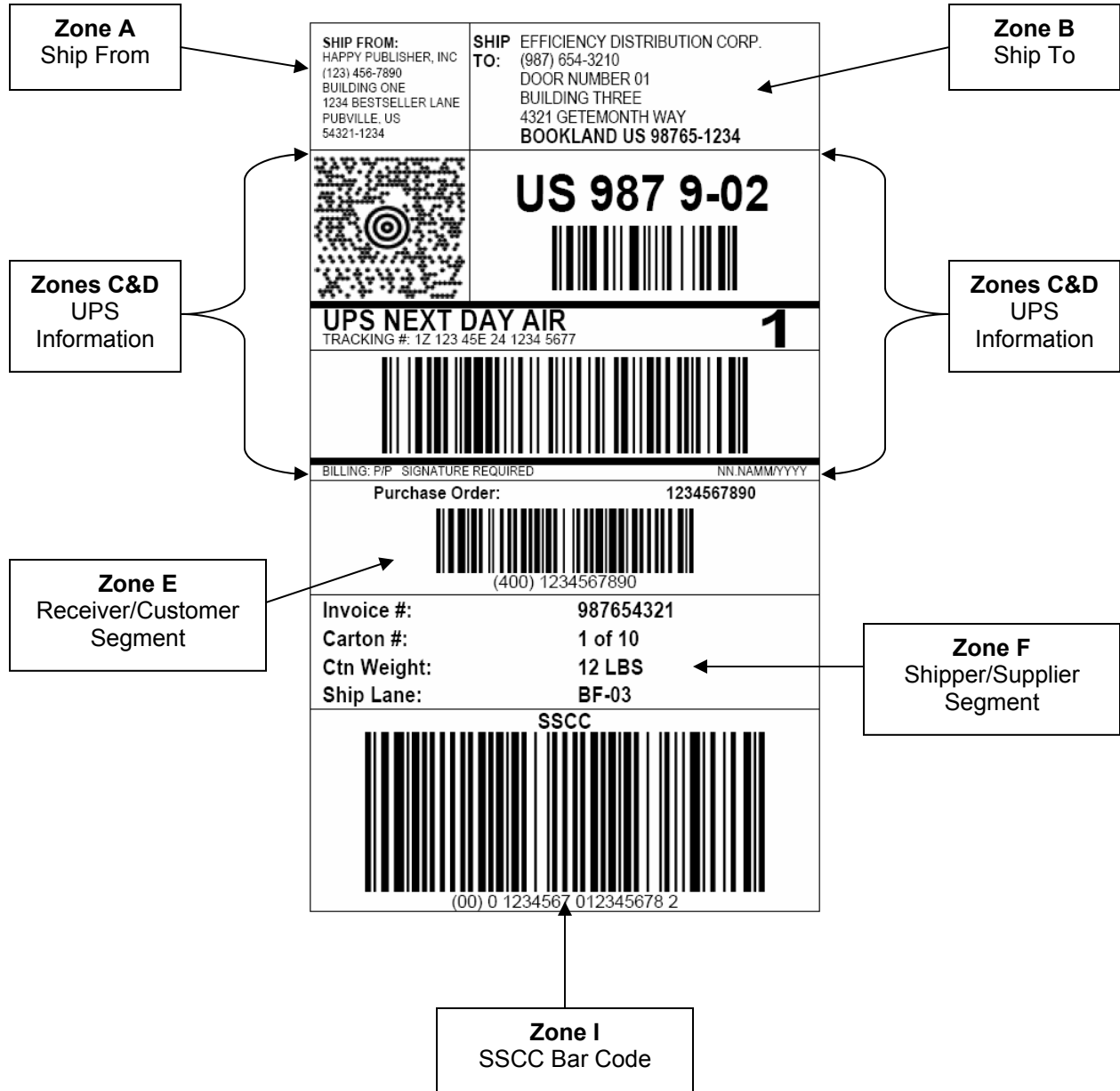
**Figure A - 5  
UPS 4"x 7" UCC-128 Shipping Label  
BISG Layout with Font Sizes & Bar Code Heights**



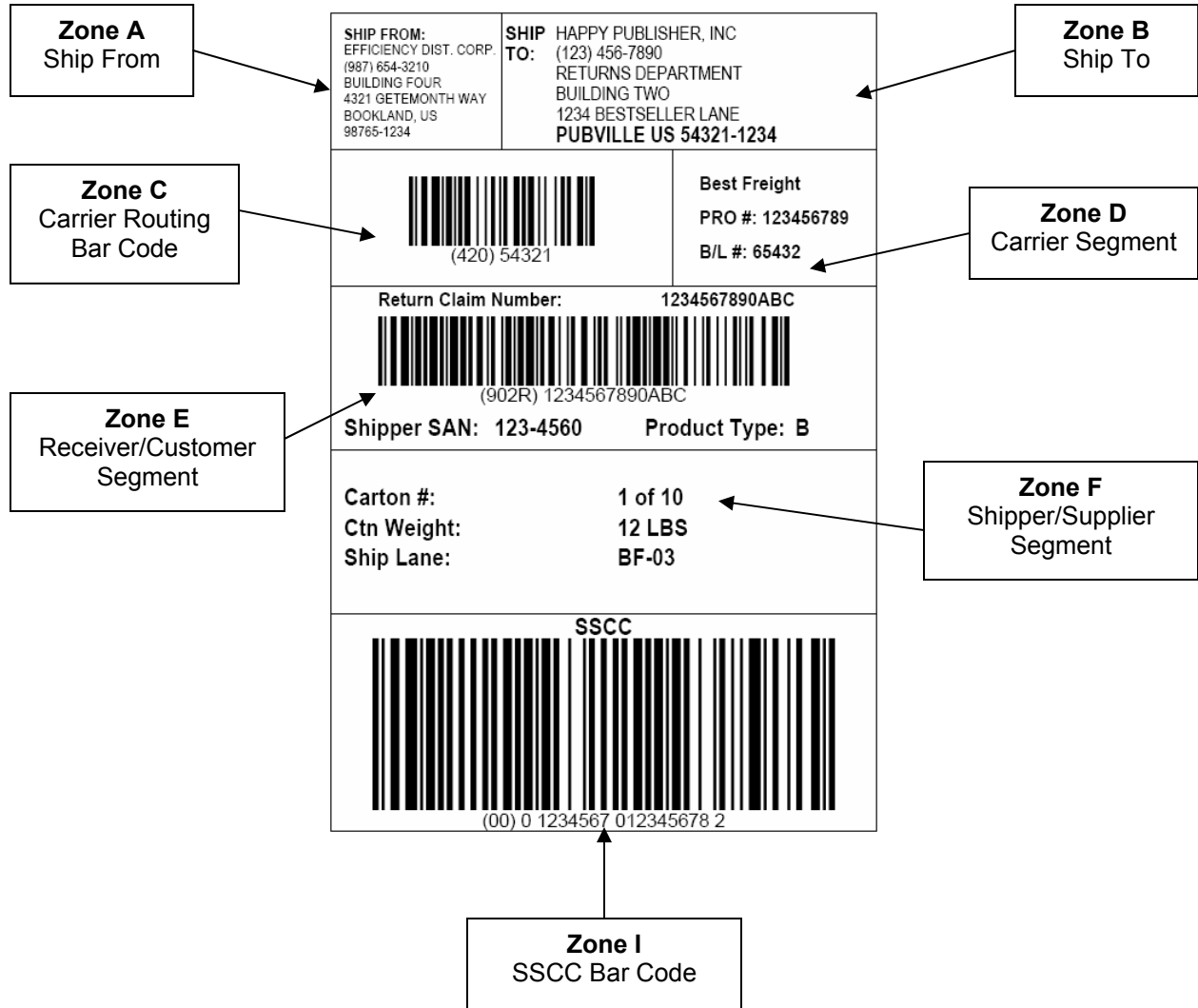
**Figure A - 6**  
**Sample 4"x 6" UPS Shipping Label**  
**(No Bar Coded Zone E/Zone F Requirements)**



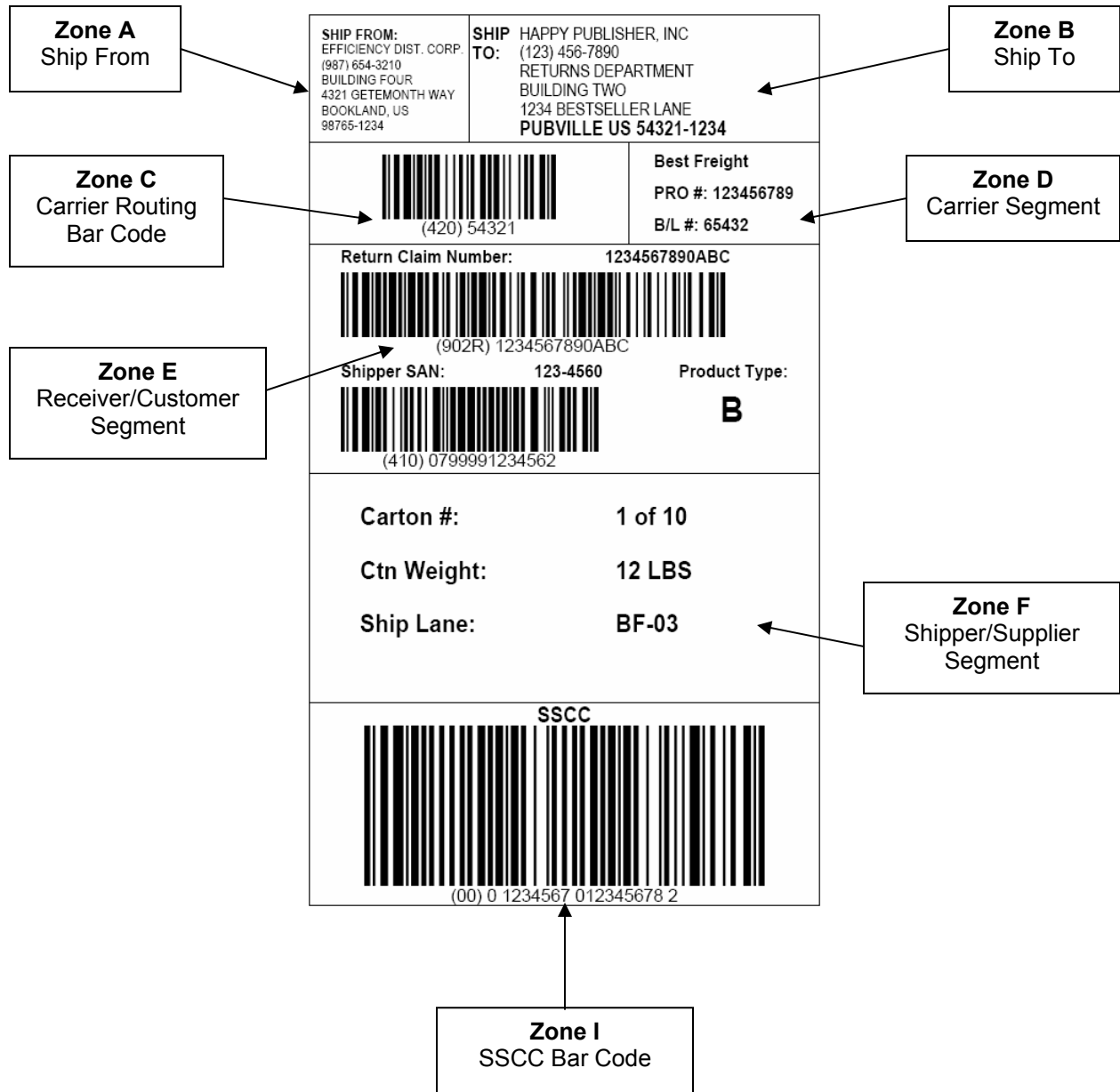
**Figure A - 7**  
**Sample 4"x 7" UPS Shipping Label**



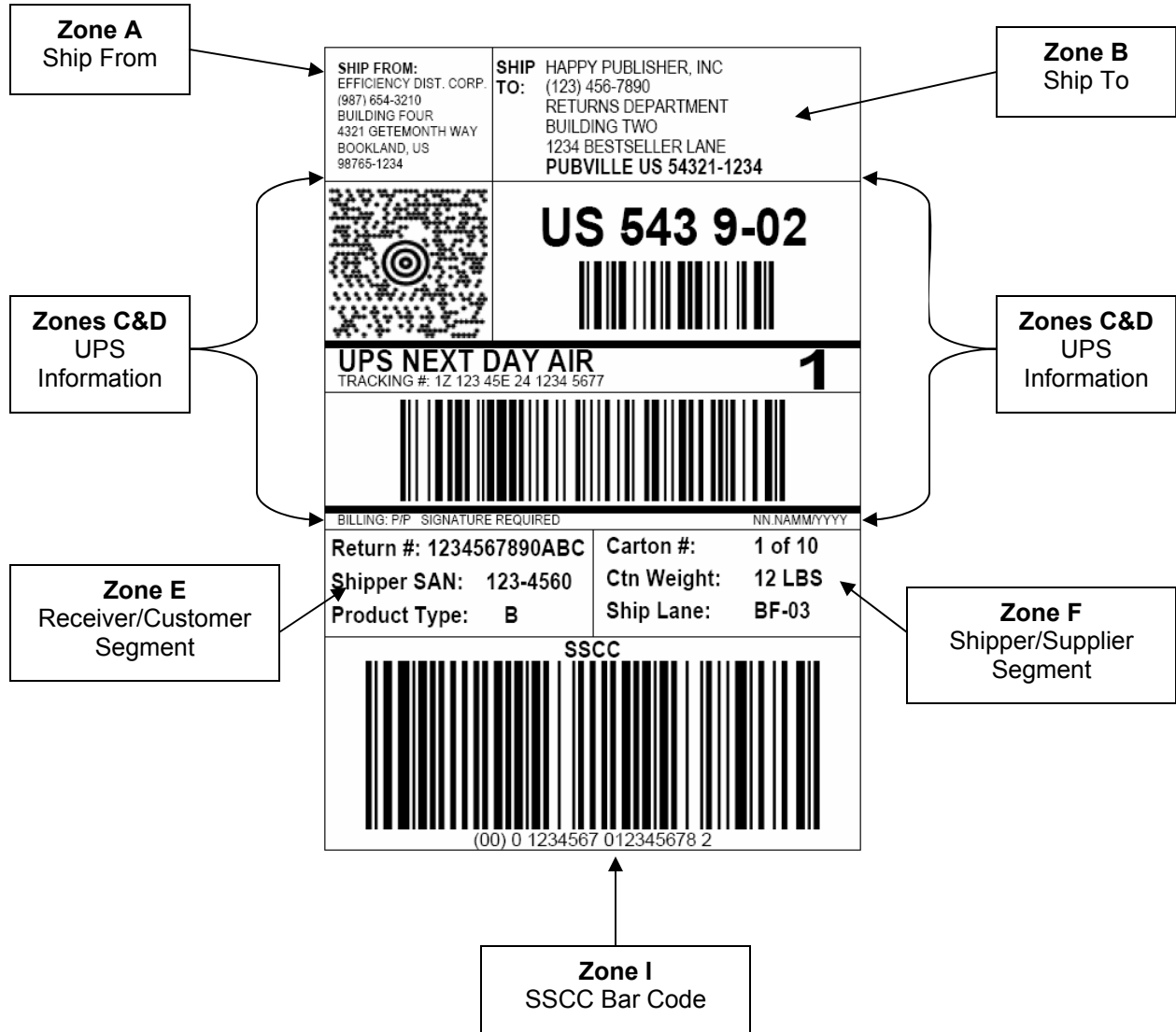
**Figure A - 8**  
**Sample 4"x 6" Common Carrier Returns Shipping Label**  
**(Truckload/LTL Carrier with Partial Bar Code Requirements)**



**Figure A - 9**  
**Sample 4"x 7" Common Carrier Returns Shipping Label**  
**(Truckload/LTL Carrier with Additional Bar Code Requirements)**



**Figure A - 10**  
**Sample 4"x 6" UPS Returns Shipping Label**  
**(No Bar Coded Zone E/Zone F Requirements)**



### Figure B – 1 Top-Placed Shipping Label Examples

Figure B.1.1  
Full-Sized Carton

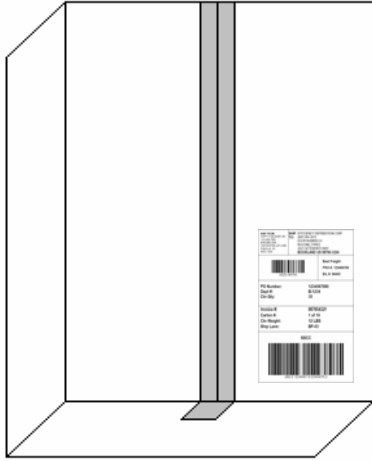


Figure B.1.2  
Small Carton Option 1

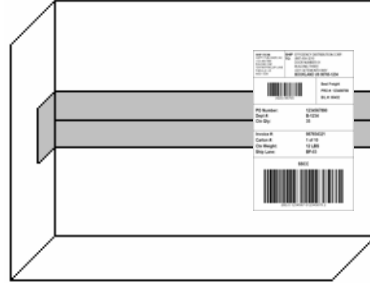
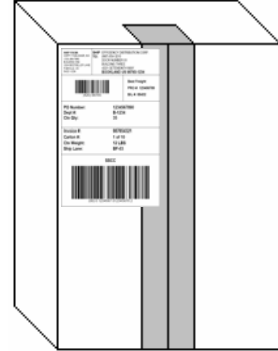


Figure B.1.3  
Small Carton Option 2



### Figure B – 2 Side-Placed Shipping Label Examples

Figure B.2.1  
Full-Sized Carton

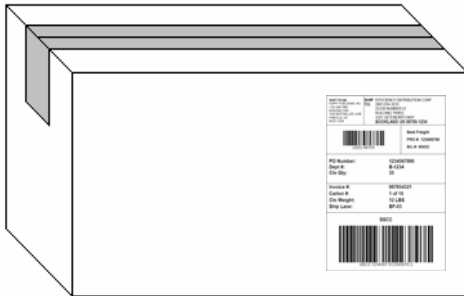
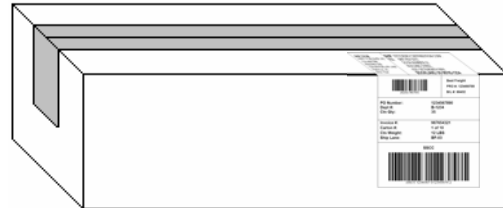








Figure B.2.2  
Short Carton

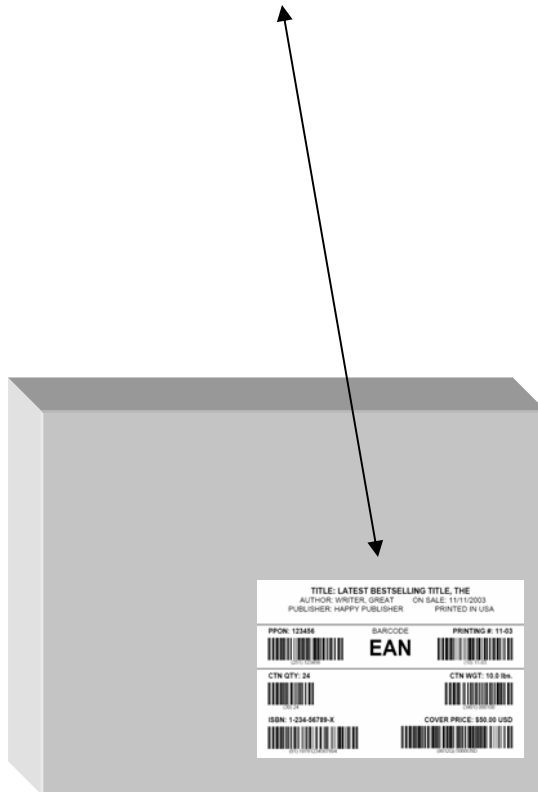


### Figure B -3 Shipping and Product Label on the Same Carton Side



**Figure C - 1**  
**6" x 4" Product Label**

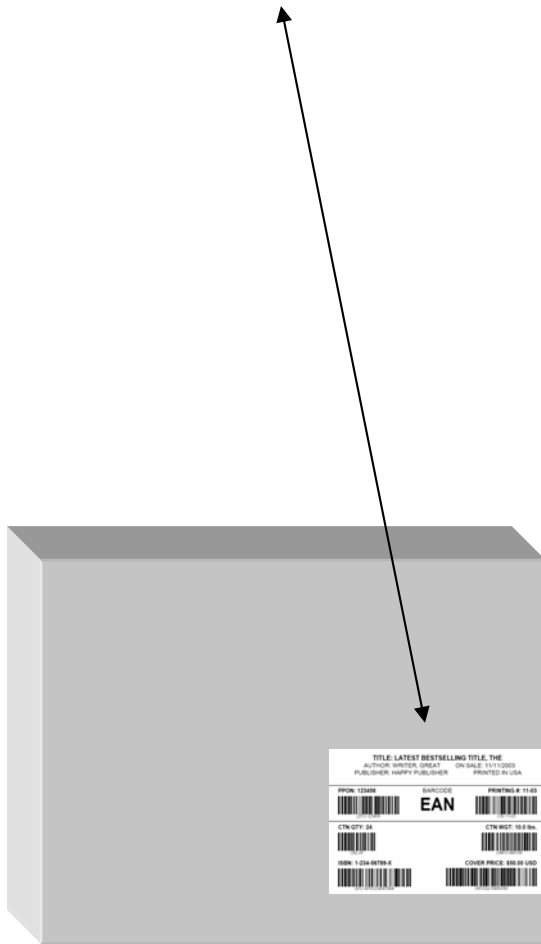
<b>TITLE: LATEST BESTSELLING TITLE, THE</b> AUTHOR: WRITER, GREAT      ON SALE: 11/11/2003 PUBLISHER: HAPPY PUBLISHER      PRINTED IN USA		
<b>PPON: 123456</b>  (251) 123456	<b>BARCODE</b> <b>EAN</b>	<b>PRINTING #: 11-03</b>  (10) 11-03
<b>CTN QTY: 24</b>  (30) 24		<b>CTN WGT: 10.0 lbs.</b>  (3401) 000100
<b>ISBN: 1-234-56789-X</b>  (01) 19781234567894		<b>COVER PRICE: \$50.00 USD</b>  (9012Q) 5000USD



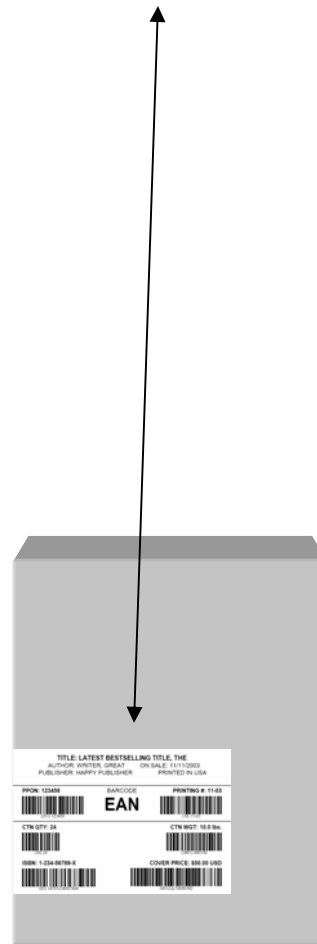
Note: The above examples show only the 10-digit ISBN, both the ISBN-10 and ISBN-13 may be displayed as shown in Figure C-8 of Appendix C.

**Figure C - 2**  
**12" x 4" Wrap-Around Product Label**

<b>TITLE: LATEST BESTSELLING TITLE, THE</b> AUTHOR: WRITER, GREAT    ON SALE: 11/11/2003 PUBLISHER: HAPPY PUBLISHER    PRINTED IN USA			<b>TITLE: LATEST BESTSELLING TITLE, THE</b> AUTHOR: WRITER, GREAT    ON SALE: 11/11/2003 PUBLISHER: HAPPY PUBLISHER    PRINTED IN USA		
PPON: 123456  <small>(251) 123456</small>	BARCODE <b>EAN</b>	PRINTING #: 11-03  <small>(10) 11-03</small>	PPON: 123456  <small>(251) 123456</small>	BARCODE <b>EAN</b>	PRINTING #: 11-03  <small>(10) 11-03</small>
CTN QTY: 24  <small>(30) 24</small>	CTN WGT: 10.0 lbs.  <small>(3401) 000100</small>		CTN QTY: 24  <small>(30) 24</small>	CTN WGT: 10.0 lbs.  <small>(3401) 000100</small>	
ISBN: 1-234-56789-X  <small>(01) 19781234567894</small>	COVER PRICE: \$50.00 USD  <small>(9012Q) 5000USD</small>		ISBN: 1-234-56789-X  <small>(01) 19781234567894</small>	COVER PRICE: \$50.00 USD  <small>(9012Q) 5000USD</small>	



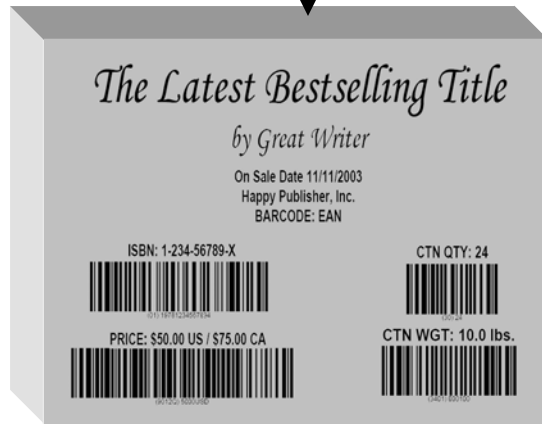
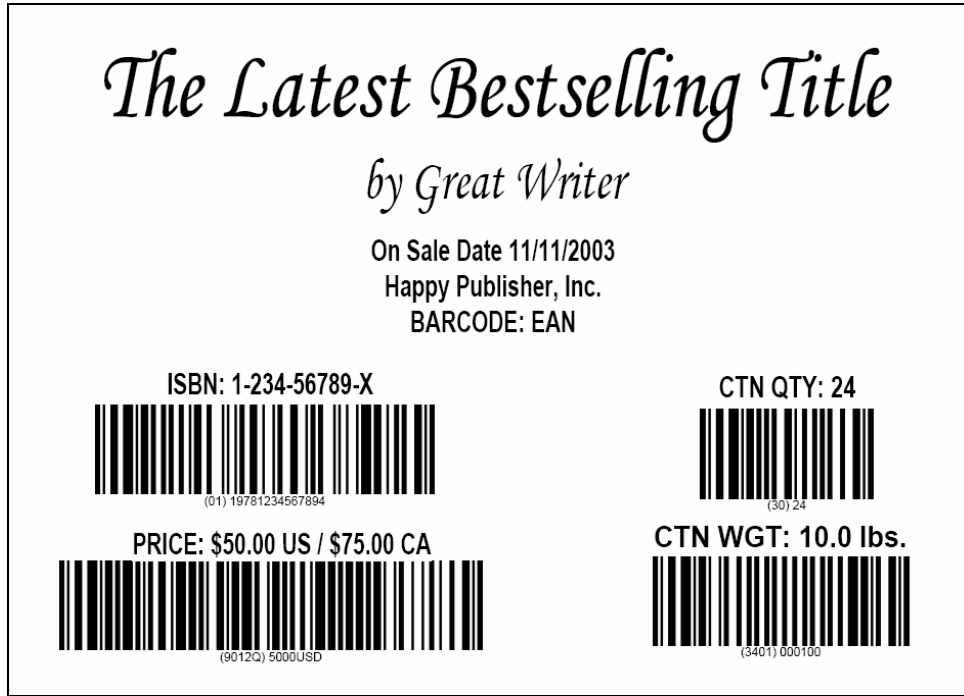
Long Side View



End View

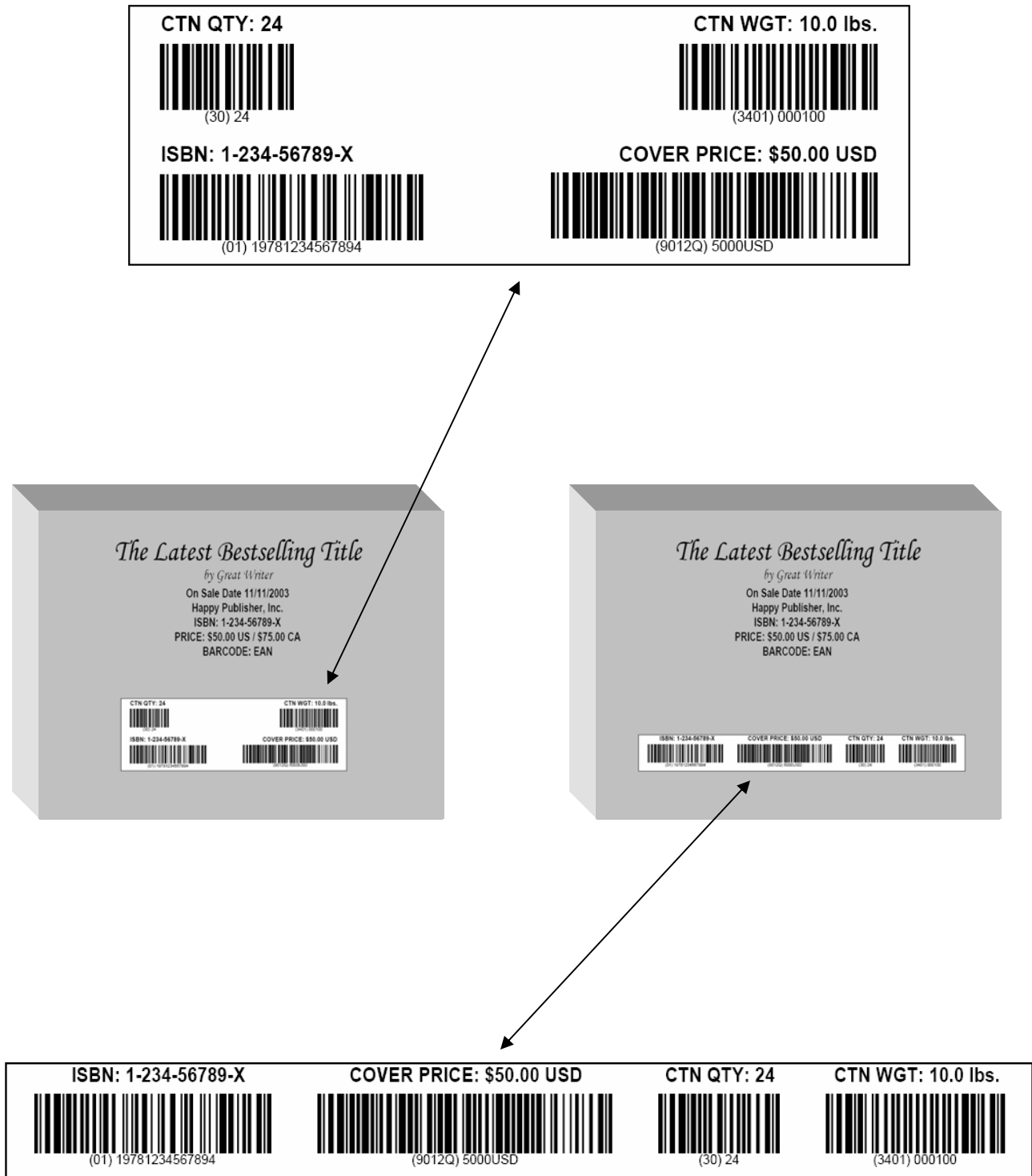
Note: The above examples show only the 10-digit ISBN, both the ISBN-10 and ISBN-13 may be displayed as shown in Figure C-8 of Appendix C.

**Figure C - 3**  
**Offset Printing of Title Information**



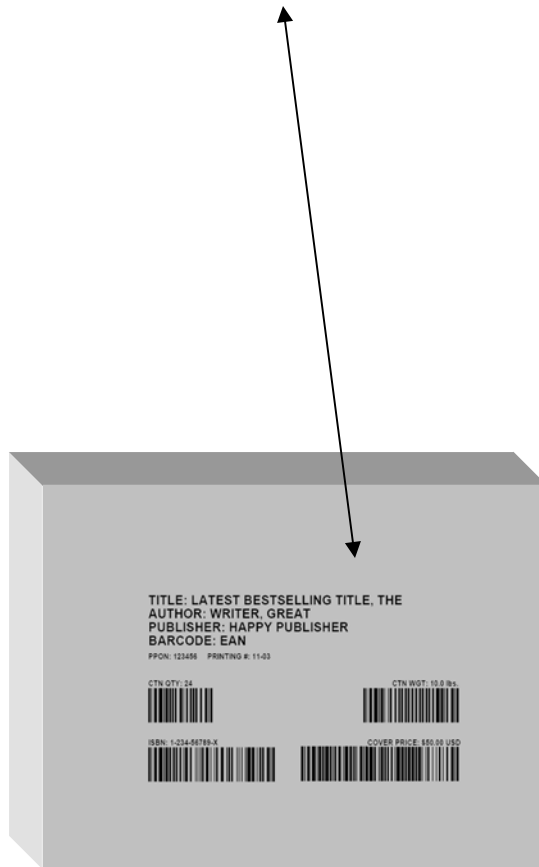
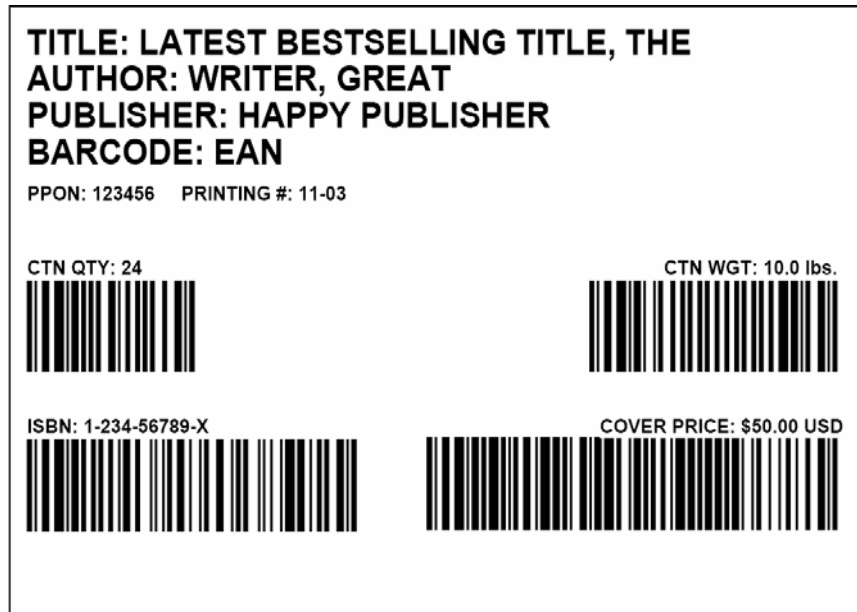
Note: The above examples show only the 10-digit ISBN, both the ISBN-10 and ISBN-13 may be displayed as shown in Figure C-8 of Appendix C.

**Figure C - 4**  
**Offset Printing with Labeled Bar Code Information**









Note: The above examples show only the 10-digit ISBN, both the ISBN-10 and ISBN-13 may be displayed as shown in Figure C-8 of Appendix C.

### Figure C - 5 Inkjet Spray-on Labeling








Note: The above examples show only the 10-digit ISBN, both the ISBN-10 and ISBN-13 may be displayed as shown in Figure C-8 of Appendix C.







**Figure C-6  
ISBN-10 Only (Prior to 1/1/07)**

TITLE: LATEST BESTSELLING TITLE, THE AUTHOR: WRITER, GREAT      ON SALE: 11/11/2003 PUBLISHER: HAPPY PUBLISHER      PRINTED IN USA		
PPON: 123456  <small>(251) 123456</small>	BARCODE <b>EAN</b>	PRINTING #: 11-03  <small>(10) 11-03</small>
CTN QTY: 24  <small>(30) 24</small>	CTN WGT: 10.0 lbs.  <small>(3401) 000100</small>	
ISBN: 1-234-56789-X  <small>(01) 19781234567894</small>	COVER PRICE: \$50.00 USD  <small>(9012Q) 5000USD</small>	

**Figure C-7  
ISBN-13 Only (1/1/07 and Later)**

TITLE: LATEST BESTSELLING TITLE, THE AUTHOR: WRITER, GREAT      ON SALE: 11/11/2003 PUBLISHER: HAPPY PUBLISHER      PRINTED IN USA		
PPON: 123456  <small>(251) 123456</small>	BARCODE <b>EAN</b>	PRINTING #: 11-03  <small>(10) 11-03</small>
CTN QTY: 24  <small>(30) 24</small>	CTN WGT: 10.0 lbs.  <small>(3401) 000100</small>	
ISBN: 978-1-234-56789-7  <small>(01) 19781234567894</small>	COVER PRICE: \$50.00 USD  <small>(9012Q) 5000USD</small>	

**Figure C-8  
Dual Numbering (Any time during transition)**

TITLE: LATEST BESTSELLING TITLE, THE AUTHOR: WRITER, GREAT      ON SALE: 11/11/2003 PUBLISHER: HAPPY PUBLISHER      PRINTED IN USA		
PPON: 123456  <small>(251) 123456</small>	BARCODE <b>EAN</b>	PRINTING #: 11-03  <small>(10) 11-03</small>
CTN QTY: 24  <small>(30) 24</small>	CTN WGT: 10.0 lbs.  <small>(3401) 000100</small>	
ISBN-10: 1-234-56789-X ISBN-13: 978-1-234-56789-7  <small>(01) 19781234567894</small>	COVER PRICE: \$50.00 USD  <small>(9012Q) 5000USD</small>	

**Table D - 1**

<b>Shipping Label Zones Defined</b>					
Zone	Description	Information	Data Content Examples	Size	Mandatory?
A	Ship From	Always contains the name and address of the Shipper.	N/A	Height: 1.0" ± .2" Width: 1.25"	YES
B	Ship To	Always contains the name and address of the recipient. For Third Party or "Mark For" shipments, this zone would contain the address for the DC or consolidator, not the final destination.	N/A	Height: 1.0" ± .2" Width: 2.75"	YES
C	Carrier Routing Bar Code Segment	Bar-coded carrier information.	<ul style="list-style-type: none"> <li>- Postal bar code</li> <li>- Destination SAN</li> <li>- Carrier PRO number</li> </ul>	Height: 1.0" ± .2" Width: Minimum of 2.5", allowing for Zone D to appear next to Zone C or 4.0" to accommodate longer or multiple bar codes, moving Zone D directly below Zone C  <u>BAR CODE SPECIFICATION</u> Height: .5" Minimum X-dimension: .010" minimum; .015" recommended (See Table D-4 for UPS Specifications)	Optional, exact requirements determined by the delivering carrier.
D	Carrier Text Segment	Information required by the carrier to deliver the shipment.	<ul style="list-style-type: none"> <li>- Carrier name</li> <li>- SCAC</li> <li>- PRO number</li> <li>- Trailer number</li> <li>- Class of service</li> </ul>	Height: 1.0" ± .2" Width: 1.5" when used on the same plane as Zone C or up to 4.0" when used below Zone C	Optional, exact requirements determined by the delivering carrier.
E	Receiver/ Customer Segment	Information required by the receiver of the shipment. May appear as either human readable or bar coded depending on available space and agreement between trading partners.	<ul style="list-style-type: none"> <li>- Department number</li> <li>- Carton quantity</li> <li>- Package identifiers</li> <li>- Purchase order numbers (In the event of multiple purchase orders packed in the same carton the text "MIXED POS" should appear.)</li> <li>- Return claim numbers</li> <li>- Return product codes                             <ul style="list-style-type: none"> <li>+ C=Covers</li> <li>+ B=Books</li> <li>+ M=Mixed</li> </ul> </li> <li>- Shipper SAN (For returns only)</li> </ul>	Height: 1.0" ± .2" Width: 2.0" if appearing on the same plane as Zone F or 4.0" if appearing above Zone F  <u>BAR CODE SPECIFICATION (if applicable)</u> Height: .5" Minimum X-dimension: .010" minimum; .015" recommended	Requirements determined by trading partners.

F	Shipper/ Supplier Segment	Shipper-specific information required by the shipper to process the shipment.	<ul style="list-style-type: none"> <li>- Waves</li> <li>- Deliveries</li> <li>- Dock floor spots</li> <li>- Carton counts</li> <li>- Weights</li> </ul>	Height: 1.0" ± .2" Width: 2.0" if appearing on the same plane as Zone E or 4.0" if appearing below Zone E  <u>BAR CODE SPECIFICATION (if applicable)</u> Height: .5" Minimum X-dimension: .010" minimum; .015" recommended	Optional, exact requirements determined by supplier.
G	Final Destination Code	"Ship For" or "Mark For" information pertaining to the final destination of the shipment. Usually in bar-coded formats. Typically used to identify the final destination when shipping via a third party, DC or consolidator.	<ul style="list-style-type: none"> <li>- Store numbers</li> <li>- Destination SAN</li> </ul>	Height 1.0" ± .2" or 2.0" ± .4" to accommodate certain bar coded information (height of G must match height of H) Width: 2.5"  <u>BAR CODE SPECIFICATION</u> Height: .5" Minimum X-dimension: .010" minimum; .015" recommended	Required only if Zone H is being used.
H	Final Destination Text	"Ship For" or "Mark For" text when shipping via a third party, DC or consolidator.	- Final destination address	Height 1.0" ± .2" or 2.0" ± .4", depending on the height of Zone G Width: 1.5"	Required only if Zone G is being used.
I	SSCC Bar Code	Carton identifier for ASN bar coded in EAN/UCC-128 format and with human readable text identified by SSCC text.	N/A	Height: 2.0" Width: 4.0"  <u>BAR CODE SPECIFICATION (if applicable)</u> Height: 1.25" Minimum X-dimension: .020" minimum	YES

**Table D - 2**

<b>Product Label &amp; Marking Zone Information</b>	
<p><b>Zone 1</b> Product Information Human Readable</p>	<ul style="list-style-type: none"> <li>• Title</li> <li>• Author</li> <li>• Publisher</li> <li>• On-Sale Date</li> <li>• Country of Origin</li> </ul>
<p><b>Zone 2</b> Publisher Information Human Readable and/or Bar Coded</p>	<ul style="list-style-type: none"> <li>• Publisher Purchase Order</li> <li>• Printing Number</li> <li>• Job Number</li> <li>• Cover Four Bar Code Designation</li> </ul>
<p><b>Zone 3</b> Product Information Bar Coded</p>	<ul style="list-style-type: none"> <li>• ISBN</li> <li>• Carton Quantity</li> <li>• Cover Price</li> <li>• Carton Weight</li> </ul>

Table D - 3

Acceptable Application Identifiers & Their Uses (EAN/UCC – 128 Symbology)				
Field Name	AI	Use	Format	Example
Carton Quantity	30	To identify the total number of units contained in the shipping container.	n2 + n..6	24 = 3024
Carton Weight	3401	To identify the weight of the shipping container in pounds. (Implies 1 decimal place.)	n4 + n6	10.0 lbs. = 3401000100
Cover Price	9012Q	To display the US cover price in a bar-coded format. Implies two decimal places. There is no upper limit to the representation of price. In the case of a non-US cover price, the appropriate ISO currency identifier should be used. Should match the bar-coded price on cover four of the actual book.	n4 + a1 + n.. <sup>∞</sup> + a3	\$50.00 USD = 9012Q5000USD  or  \$75.00 CAD = 9012Q7500CAD
Customer Purchase Order Number	400	Identifies the customer's purchase order, to be used on the shipping label only in the Customer Segment (Zone E). Not to be used in carton markings or to identify any purchase orders other than that of the receiver at the ultimate destination.	n3 + an..13	1234567890 = 4001234567890
ISBN (EAN/UCC 128 Format)	01	To identify the ISBN of the product in EAN/UCC – 128 format.	n2 + n14 n14 = P+978+ ISBN+C Where: P=1 ISBN = first 9 nine digits of ISBN C = Check Digit	1-234-56789-0 = 0119781234567894
Mark For Store Number	91	To identify the final destination store number, typically used only in the Mark For (Zone G) of the shipping label.	n2 + n..6	1234 = 911234
Pack Identifier 1: single/single	904S	To identify a carton containing a single title for a single purchase order.	n3 + a1	904S
Pack Identifier 2: mixed/single	905S	To identify a carton containing mixed titles for a single purchase order.	n3 + a1	905S
Pack Identifier 3: single/mixed	906S	To identify a carton containing a single title to fulfill multiple purchase orders.	n3 + a1	906S

Pack Identifier 4: mixed/mixed	907S	To identify a carton containing mixed titles filling multiple purchase orders.	n3 + a1	907S
Printing Number	10	Used to identify the printing number for the publisher.	n2 + an..18	11-03 = 101103
Publisher Purchase Order	251	Used to identify the purchase order from the publisher to the binder. Used only in carton markings, not on shipping labels.	n3 + an..30	123456 = 251123456
Return Authorization Number	901R	Used to identify the Return Authorization Number when a return is being made. This number is assigned by the receiver of the return.	N3 + a1 + an..13	ABCDEFGHIJ123 = 901RABCDEFGHIJ123
Return Claim Number	902R	Used to identify the return Claim Number when a return is being made. This number is assigned by the shipper of the return.	N3 + a1 + an..13	1234567890ABC = 902R1234567890ABC
SAN	410	To identify the SAN of either the consolidation point or final destination (depending on which zone it is used in). In the case of returns SAN can be used to identify the shipper of the return when used in Zone E.	N3 + n13 n13 = P + SAN + C Where: P = 079999 (UPC SAN Prefix) SAN = First 6 digits of SAN C = Check Digit	123-4560 = 4100799991234562
Ship To Postal Code	420	To identify the postal bar code of the ship to destination.	N3 + n..9	98765 = 42098765  or  98765-4321 = 420987654321
SSCC	00	To identify the Serial Shipping Container Code (SSCC) in a UCC/EAN-128 bar code. Identifies the carton in ASN transmissions.	N2 + n18	012345670123456782 = 00012345670123456782

APPENDIX D

**Table D - 4**

<b>UPS Specification</b> <b>Font sizes and bar code heights for BISG Layout.</b> Users should refer to the "UPS Guide to Labeling" for additional specifications.			
Zone	Section	Description	Font Size/ Bar Code Height
A	Ship From	Ship From Title	Font: 8pt Bold
A	Ship From	Shipper Name and Address	Font: 8pt
B	Ship To	Ship To Title	Font: 10pt Bold
B	Ship To	Recipient Name and Street Address	Font: 10pt
B	Ship To	Recipient City, State and Zip	Font: 12pt Bold
C/D	Carrier Segment	UPS MaxiCode	Refer to "UPS Guide for Labeling" for MaxiCode specifications
C/D	Carrier Segment	UPS Routing Code	Font: 28pt Bold
C/D	Carrier Segment	Postal Bar Code	Bar Code Height: .50" Refer to "UPS Guide to Labeling" for other bar code specifications.
C/D	Carrier Segment	UPS Service Title	Font: 16pt Bold
C/D	Carrier Segment	UPS Tracking Number (Text)	Font: 8pt
C/D	Carrier Segment	UPS Service Icon	Font: 30pt Bold
C/D	Carrier Segment	UPS Tracking Number Bar Code	Bar Code Height: .75" Refer to "UPS Guide to Labeling" for other bar code specifications
C/D	Carrier Segment	UPS Billing Type & URC (UPS Routing Code) Version	Font: 8pt
E	Receiver/Customer Segment	See Table D-1	See Table D-1
F	Shipper/Supplier Segment	See Table D-1	See Table D-1
G	Final Destination Code	See Table D-1	See Table D-1
H	Final Destination Text	See Table D-1	See Table D-1
I	SSCC Bar Code	See Table D-1	See Table D-1