

TRUNCATION OR A SHORT BAR CODE CAN BE A FINEABLE OFFENCE

The smallest legal size of a UPC GTIN 12 is 1.20" wide x .816" tall, unless the package itself cannot hold that height. The " Small package Exemption Rules " clearly state " EVERY " effort must be made to make the bar code full height and the only things that can adjust the height are the Legal Ingredients lists, and or The legal Directions for use.

PaperChase is one of only 5 companies in all of North America certified by GS1 to test and issue legal Certificates of a bar codes grade called Certificates of Conformity, or Bar Code Verification Reports. We have tested and issued legal certificates for 10's of thousands of bar codes over the years, and unfortunately have seen 1,000's of products that received a failing bar code grades simply because of Truncation. The most severe fine we have been involved with between a customer and retailer cost the customer in excess of \$ 395,000.00 to fix. They had to relabel and pull 29 semi loads of product off the shelves. YOU do not want to go there, trust me.

Almost all bar codes will " Scan " at the cash register due to the error correction ability of today's modern scanners. A poor printed code and or a short bar code will automatically activate a scanners error correction mode. The poorest passing grade bar code is a "C" 1.5 grade. At that grade a scanner will read your code on the 1st scan of multiple scans. Most flatbed scanners today scan at a rate of 6,000 scans per second.

When a graphic artist/printer tells you our codes always get a green beep on a single pass by the cash register, all that tells you is in fractions of a second the scanner may have scanned their code 2,000 times, and error corrected the code and caught it.

But, remember the lowest passing grade of "C 1.5 the scanner will read that code on the 1st of 6,000 scans per second, not 1/3 of a second in 2,000 scans as it is passed by the scanner.

Most large retailers monitor all their scanners and if they see in the exception reports that your short code took more than one scan, they in effect have the right to fine you for a bar code that fails to scan to the lowest acceptable grade.

Short bar codes ALWAYS take multiple scans, therefore if your code is short, or truncated it MUST meet the small package guild lines, or you are subject to fines.

No truncation is permitted by the GS1 UPC Symbol Specification. It is recognized, however, that in some cases the package size and/or shape make it impossible to contain a "full height" UPC GTIN symbol. Since symbol height is directly related to productivity at the retail front-end, the process of truncation should be used only to the degree necessary and only as a **last resort** where **no symbol at all would be the only other alternative.** Truncation should never be used on packages large enough to accommodate a full size symbol.

Truncation should be avoided except as a last resort. **Truncation will never be permitted by specification** because of its adverse effect on front-end productivity. Truncation is only allowed if the package itself qualifies for " The Small package Exemption Rules ".

Those rules clearly state that NO truncation is allowed unless the package's actual directions for use, and or ingredient list interferes with a full height bar code. We have seen cases where a Graphic designer/ printer shortens the height of the bar code to accommodate a larger logo, and or advertizing thereby shortening the bar code height in the process.

YOU can and will receive fines for short bar codes, do NOT let your printer tell you they have been doing short codes for years and they work. Short, or truncated bar codes scan, but it is only a matter of time before a fine is charged against you for a short code.