



## Barcode Guidelines 4.0

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*These guidelines promote warehouse front-end efficiencies. They are intended to be used as standards for placement and use of multiple barcodes on product packaging sold at Costco Wholesale locations.*



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## Getting Started

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- UPC-A sizes and margins
- EAN sizes and margins



**Introduction** The purpose of this manual is to provide direction for placement of multiple barcodes on product packaging destined for sale in Costco Wholesale warehouses.

Multiple barcodes, when placed correctly, can dramatically increase front-end efficiency, speeding up transactions and reducing repetitive stress injuries. While Costco Wholesale recognizes that many new developments are underway in scanning technology, this solution offers an immediate opportunity to have a positive impact on day-to-day operations.

This manual covers the majority of printed packages currently produced. It provides guidance on placement and number of barcodes recommended for each type of package.

## Contacts

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**Bev Lauerman**  
Merchandise Services  
Costco Wholesale Home Office  
Issaquah, WA

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**Got a question?** Email your questions to the following address:

barcodeguidelines@costco.com  
or call (425) 416-4357 and select option 6

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**Exemptions** The following items are exempt from the multiple barcode process:

- Random weight labels
- Hangtags
- Spice bottle labels (or other small bottles)
- Inner packaging intended for resale
- Bottles using “dogbone” handles
- Gift packaging, or any container that doubles as a gift box.
- OTC/Pharmacy
- Boxes under 6 inches/15cm square
- Apparel wrap bands
- Ribbon flanges
- Split front and back labels on single sell containers
- Any item that is NOT exclusive to Costco Wholesale is not required to have multiple barcodes

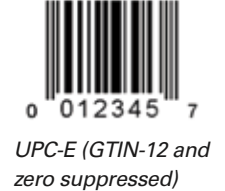


*Dogbone handle*



*Gift box*

**Types of UPCs** When setting up an item you must use one of the following UPC number and barcode variations to allow the item to scan through the registers.



\*GTIN – 8 is no longer being issued, this barcode is grandfathered in to anyone who has been issued one already. GTIN – 12 (zero suppressed or UPC-E) is only assigned to certain suppliers for use on pop, gum, etc.

**Assigned Numbers** Kirkland Signature items should not be set up with a Family4 UPC (40000 series). UPC needs to be provided by your Costco buyer.

Each item needs to have a unique UPC. Inner packages also need to have a unique UPC. Barcodes on inner packaging cannot be visible through the outer package.

**Costco Company Prefix** All Kirkland Signature items need to be setup using Costco Wholesale’s UPC company prefix of 096619. This is true of both the outer packaging (sell unit) and the inner packaging.



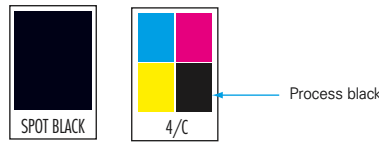
**Websites** Manufacturers with headquarters in the US should contact:  
GS-1 US: [www.gs1us.org](http://www.gs1us.org) (formerly the Uniform Code Council)

Manufacturers with headquarters in Canada should contact:  
S1 Canada at [www.gs1ca.org](http://www.gs1ca.org) (formerly the Electronic Commerce Council of Canada)

Manufacturers with headquarters outside the US or Canada should contact:  
[www.gs1.org](http://www.gs1.org)

## Color

Barcodes should be assigned the ink color BLACK, either a spot black or 100% process black.



## Machine Direction

MACHINE DIRECTION



The placement of the additional barcodes on product packaging is detailed in the following pages. PLEASE NOTE: The diagrams shown DO NOT ACCOUNT FOR PRESS DIRECTION OF THE BARCODE PLACEMENT.

- Designers will still need to follow the printer's instructions regarding the press direction. Therefore, *some barcodes may rotate in a different direction than they are shown* in the placement examples on the following pages.
- It also should be noted that there will be some printers with advanced digital equipment where the machine direction of the barcode placement is not an issue.

## Barcode Software

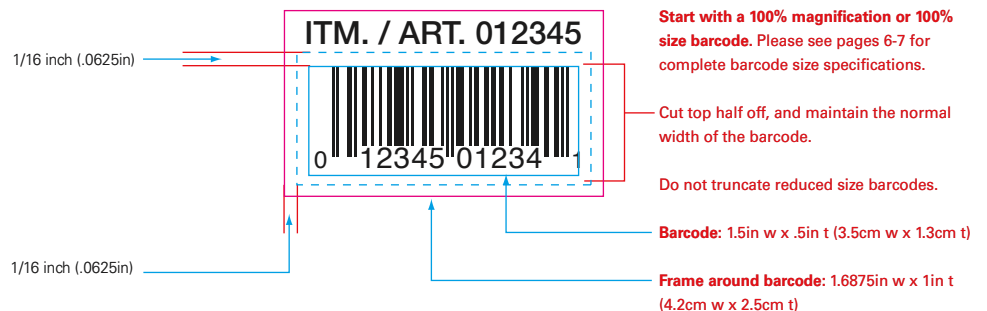
Barcodes made at the Costco Wholesale Packaging Graphics department are generated with the barcode program Barres®. Other barcode software applications are:

- Wasp Barcode Maker
- 123 Barcode Maker
- Azalea
- ConnectCode
- Seagull BarTender

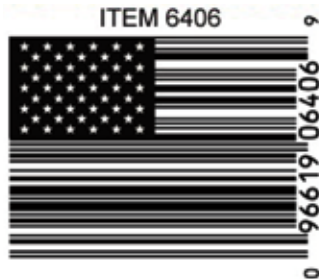
Note: this list is not an endorsement of any particular software.

## Truncation

Some packaging is small enough to warrant a shortened or cut-off barcode due to the scale of the elements on the package. A truncated barcode can be used where space is a concern. However, there are limits to how short a barcode can be and still have an effective scanning result. Additionally, some printing methods (i.e., flexography) do not suit truncation due to the potential for scanning issues compromised by shifts on press. Consult with your printer for their print specifications regarding barcode size and press direction. Please see below for Costco-approved truncation limits:



## Frequently Asked Questions



Sample animated barcode

- Can the quiet zone be a color other than white? *No*
- What size is the quiet zone? *1/16th of an inch (2mm) around the barcode, see pages 8 and 9 for full diagrams.*
- Why do we have to place the barcode 1.5 inches (3.6cm) from the edge? *The vertical scanner has a 1-inch (2.5cm) lip at the bottom that prevents any scanning in this area.*
- Can we use animated barcodes? *No, no barcodes should be reformatted as other illustrations.*
- What types of GTIN (UPC/EAN) will Costco's register system accept?
  - UPC-A (GTIN-12, 12 digits, on all general merchandise)*
  - UPC-A NSC 2 (Restricted use of variable/random weight items only)*
  - EAN (GTIN-13, 13 digits, on media products and imported goods)*
  - UPC-E (GTIN-12 and zero suppressed)*
- What color does the barcode need to be? *Black, process or spot.*
- What is the deadline on this initiative? *No later than June 1, 2012.*
- Does the supplier need to be a member of GS1? *Yes, some suppliers were members of the Uniform Code Council (UCC) which is now GS1. GS1 is now the retail industry standard. The supplier can go to the GS1 website to get a registered company prefix.*

*Manufacturers with headquarters in the US should contact:*  
*GS-1 US: [www.gs1us.org](http://www.gs1us.org) (formerly the Uniform Code Council)*

*Manufacturers with headquarters in Canada should contact:*  
*S1 Canada at [www.gs1ca.org](http://www.gs1ca.org) (formerly the Electronic Commerce Council of Canada)*

*Manufacturers with headquarters outside the US or Canada should contact:*  
*[www.gs1.org](http://www.gs1.org)*
- Does the item number have to be above the GTIN? *Only on item configurations sold exclusively at Costco Wholesale.*
- What GTIN should be used on items with inner packs? *Each sell unit of an item needs to have a unique GTIN (UPC/EAN). The inner pack barcode should not be visible.*
- Are inner packs part of the barcode guidelines initiative? *No, only Costco sell units sold at the point of sale (POS) register use these guidelines. See page 38-39 for more info on visible inner pack barcodes.*
- Are display trays part of the barcode guidelines initiative? *No, only items sold at the point of sale (POS) register use these guidelines.*
- If there are different languages on a package can I use a different GTIN? *Yes.*

**BASIC SETUP**

- UPC-A is the appropriate barcode for the majority of North American products. UPC-A requires a total of 12 digits. Eleven digits with the 12th number being the check digit.
- Barcode-generating software programs typically default to one standard size. This will be referred to as 100% size or 100% magnification in this manual.
- 100% size barcodes are the appropriate size for the majority of packaged products.
- Contrasting black on a white background is recommended. Spot or process black print on a white background is preferred for optimum scanability.
- Some products are smaller and can use a reduced size and/or truncated barcode. There are limits to the allowable reduction and truncation size. If these limits are not followed, the barcode may not scan properly. Additionally, some smaller packages may be printed in flexography, which DOES NOT suit reduction or truncation of the barcode due to printing considerations. Consult with your printer for allowable limits. See page 6 for Costco-approved truncation limits.
- Some products are considerably larger and should use an increased size barcode to make it easier for the front end to locate and scan with a hand-held scanning device. There are limits to the effectiveness of handheld devices however, so please follow the recommended guidelines for enlarging barcodes on this page. If a barcode has been scaled too large it may not scan properly.
- **Per Costco Wholesale guidelines, an item number must accompany all barcodes, except internal resale packages. This rule applies only to items sold exclusively at Costco.** Should the barcode fail to scan for any reason, the front end will manually key the item number into the register to tender the sale.
- Some manufacturers have additional internal codes used to track product or differentiate between similar product packaging. If you incorporate additional coding in the barcode box, please allow for additional space outside of the recommended quiet zones to add this information.

**80% magnification**

The area contained within this space should be white, to promote contrast between the barcode and the background. Contrast improves barcode scanning performance. If white is not available, a light-colored background is recommended, but white is the preferred choice.

80% magnification is the minimum allowable reduction of a barcode. If your barcode is reduced beyond that size, there is no guarantee that it will scan properly. **DO NOT REDUCE YOUR BARCODE TO LESS THAN THIS SIZE.**

All items shown on this page are actual size.

**Key**



This box indicates minimum space required for the barcode.



This box shows the recommended additional spacing to compensate for ink spread or shifts in printing. 1/16 of inch (.0625in/2mm) is recommended around the barcode prior to adding additional text in the barcode area, such as the item number.

**100% magnification**

The product item number is required with the barcode for all items sold exclusively at Costco. Size according to the space available, for a 100% magnification UPC, a 10 to 12pt font size is a good standard. Sans serif fonts are also recommended for legibility and ease of printing.

100% magnification is the recommended size for a barcode. The majority of products can accommodate this size barcode successfully.



This box shows the recommended additional spacing AFTER the item number is incorporated in the barcode area. Use an additional 1/16 of an inch (.0625in/2mm) around the sides and bottom of the barcode quiet zone, and more space above as needed to place the item number.

**100% magnification or 100% size is defined as:**

**Barcode:** 1.5in w x 1in t (3.5cm w x 2.6cm t)

**Frame around barcode:** 1.6875in w x 1.375in t (4.2cm w x 3.5cm t)

**150% magnification**

1/16 inch (.0625in/2mm)

150% magnification is the maximum allowable enlargement of a barcode. If your barcode is enlarged beyond that size, there will be difficulty positioning a hand-held scanning device the appropriate distance to scan the barcode. **DO NOT ENLARGE YOUR BARCODE BEYOND THIS SIZE.**

**BASIC SETUP**

- EAN is the appropriate barcode for the majority of European products. EAN requires a total of 13 digits. Twelve digits with the 13th number being the check digit. \*Now renamed "International Article Number" but the abbreviation EAN has been retained.

- EAN codes work in North America as well as overseas.

- Barcode-generating software programs typically default to one standard size. This will be referred to as 100% size or 100% magnification in this manual.

- 100% size barcodes are the appropriate size for the majority of packaged products.

- Contrasting black on a white background are recommended. Spot or process black print on a white background is preferred for optimum scanning performance.

- Some products are smaller and can use a reduced size and/or truncated barcode. There are limits to the allowable reduction and truncation size. If these limits are not followed, the barcode may not scan properly. Additionally, some smaller packages may be printed in flexography, which DOES NOT suit reduction or truncation of the barcode due to printing considerations. Consult with your printer for allowable limits. See page 6 for Costco-approved truncation limits.

- Some products are considerably larger and should use an increased size barcode to make it easier for the front end to locate and scan with a hand-held scanning device. There are limits to the effectiveness of handheld devices however, so please follow the recommended guidelines for enlarging barcodes on this page. If a barcode has been scaled too large it may not scan properly.

- **Per Costco Wholesale guidelines, an item number (also known as an article number) must accompany all barcodes, except internal resale packages. This rule applies only to items sold exclusively at Costco.** Should the barcode fail to scan for any reason, the front end will manually key the item number into the register to tender the sale.

- Some manufacturers have additional internal codes used to track product or differentiate between similar product packaging. If you incorporate additional coding in the barcode box, please allow for additional space outside of the recommended quiet zones to add this information.

The area contained within this space should be white, to promote contrast between the barcode and the background. Contrast improves barcode scanning performance. If white is not available, a light colored background is recommended, but white is the preferred choice.

The product item number is required with the barcode for all items sold exclusively at Costco. Size according to the space available, for a 100% magnification UPC, a 10 to 12pt font size is a good standard. Sans serif fonts are also recommended for legibility and ease of printing.

1/16 inch (.0625in/2mm)

1/16 inch (.0625in/2mm)

**80% magnification**



80% magnification is the minimum allowable reduction of a barcode. If your barcode is reduced beyond that size, there is no guarantee that it will scan properly. **DO NOT REDUCE YOUR BARCODE TO LESS THAN THIS SIZE.**

**100% magnification**



100% magnification is the recommended size for a barcode. The majority of products can accommodate this size barcode successfully.

**150% magnification**



150% magnification is the maximum allowable enlargement of a barcode. If your barcode is enlarged beyond that size, there will be difficulty positioning a hand-held scanning device the appropriate distance to scan the barcode. **DO NOT ENLARGE YOUR BARCODE BEYOND THIS SIZE.**

All items shown on this page are actual size.

**Key**



This box indicates minimum space required for the barcode.



This box shows the recommended additional spacing to compensate for ink spread or shifts in printing. 1/16 of an inch (.0625in/2mm) is recommended around the barcode prior to adding additional text in the barcode area, such as the item number.



This box shows the recommended additional spacing AFTER the item number is incorporated in the barcode area. Use an additional 1/16 of an inch (.0625in/2mm) around the sides and bottom of the barcode quiet zone, and more space above as needed to place the item number.

**100% magnification or 100% size is defined as:**

**Barcode: 1.5in w x 1in t (3.5cm w x 2.6cm t)**

**Frame around barcode: 1.6875in w x 1.375in t (4.2cm w x 3.5cm t)**



## Boxes/Cartons

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- Boxes under 16in/40cm w/l/h under 30lbs/13.6kg
- Boxes over 16in/40cm w/l/h under 30lbs/13.6kg
- Boxes over 30in/76cm w/l/h over 30lbs/13.6kg
- Any container over 36in/91.4cm w/l/h 150% barcode
- Cut-away box
- Garland/wreath box
- Window box, single item
- Window tray with multipacks, non-foods
- Ornament box
- Economy seal ends, vertical and horizontal
- Tuck w/auto lock bottom; Reverse tuck
- Straight tuck; Tapered top



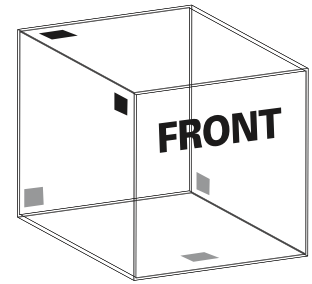
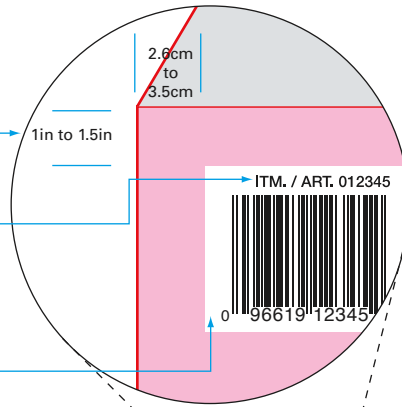
**Boxes under 16in/40cm wide/long/high**  
(under 30lbs/13.6kg)

- Barcodes should be placed 1 to 1.5 inches (2.6cm to 3.5cm) from the edge.

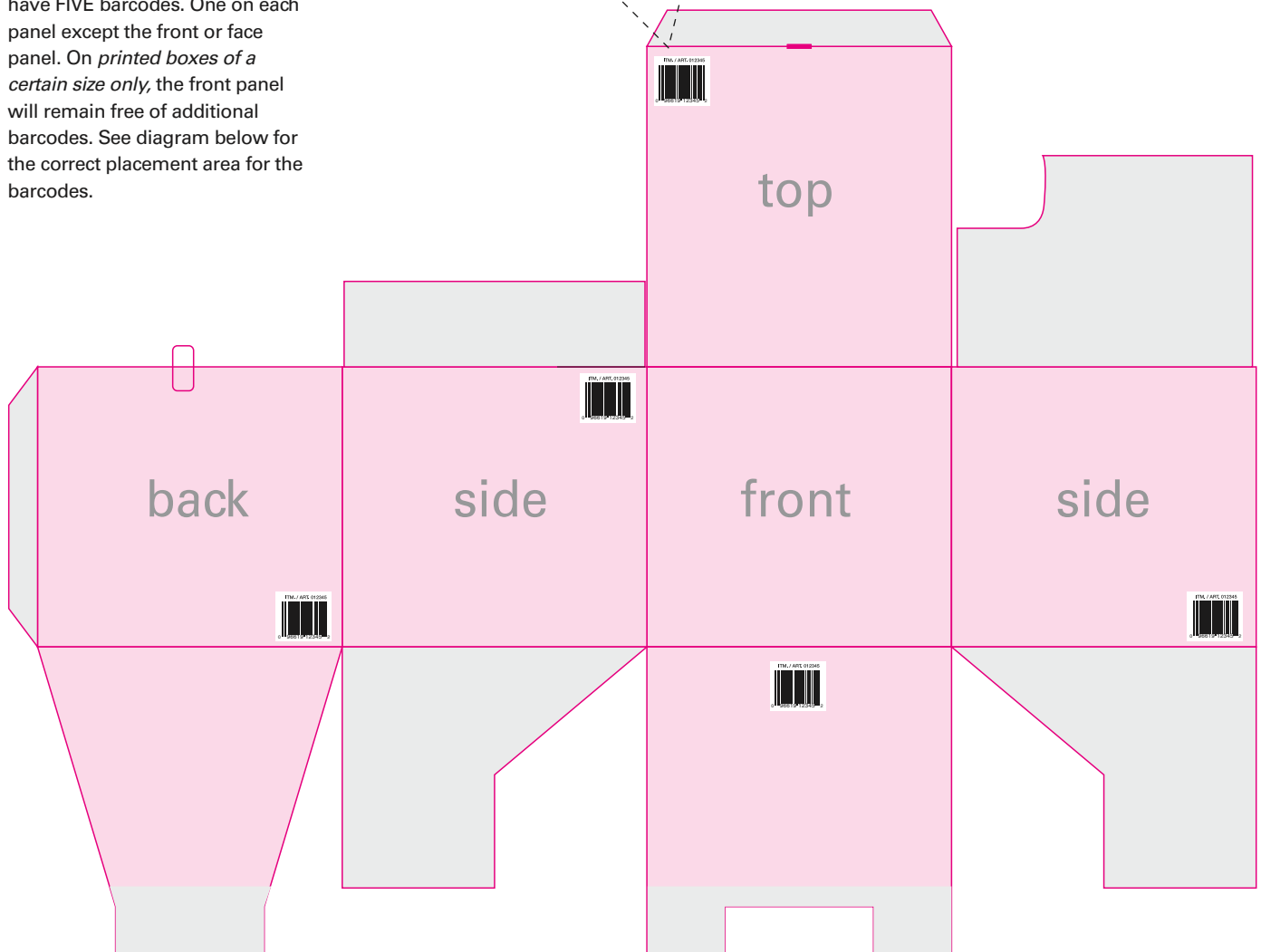
- An item number should accompany all barcodes on products sold exclusively at Costco.

- A white box or no-ink area should be placed under the barcode.

- Boxes under 16in/40cm in length, width or height should have FIVE barcodes. One on each panel except the front or face panel. On *printed boxes of a certain size only*, the front panel will remain free of additional barcodes. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.





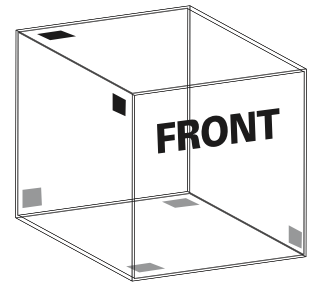
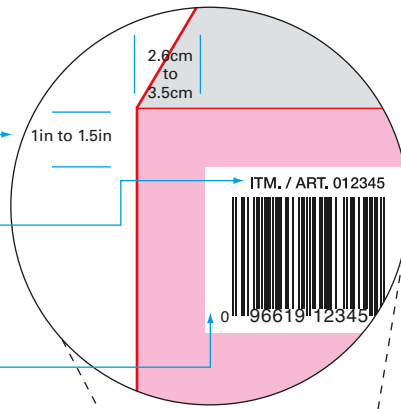
**Boxes over 16in/40cm wide/long/high**  
(under 30lbs/13.6kg)

• Barcodes should be placed 1 to 1.5 inches (2.6cm to 3.5cm) from the edge.

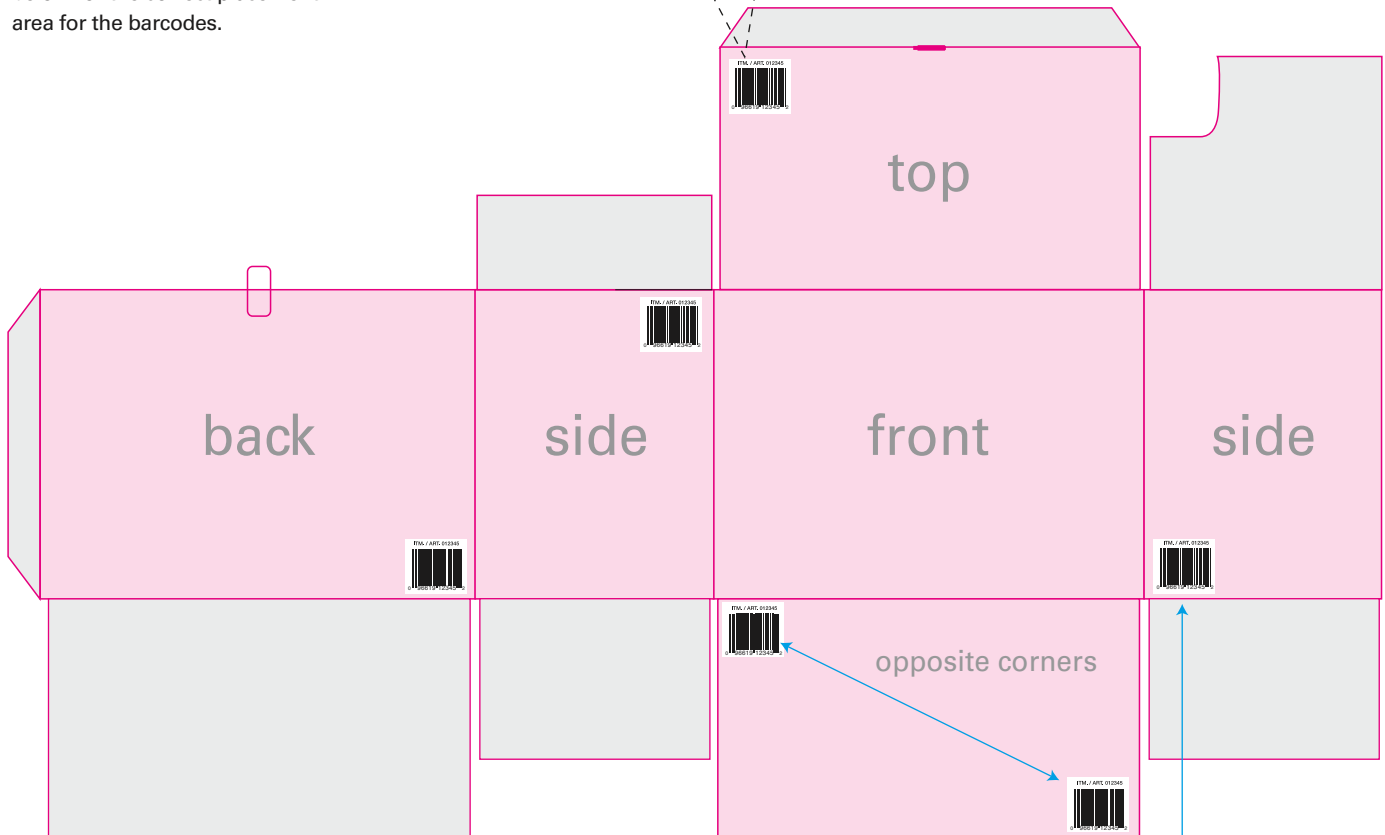
• An item number should accompany all barcodes on products sold exclusively at Costco.

• A white box or no-ink area should be placed under the barcode.

• Boxes over 16in/40cm in length, width or height should have SIX barcodes—one on each panel except the front or face panel, and TWO on the bottom panel in opposite corners. On *printed boxes of a certain size only*, the front panel will remain free of additional barcodes. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



On boxes larger than 16in/40cm in length, width or height, add TWO barcodes to the bottom panel in opposite corners.

On larger boxes, the right side panel placement of the UPC will need to move to the opposite corner.



**Boxes over 30in/76cm wide/long/high**  
(over 30lbs/13.6kg)

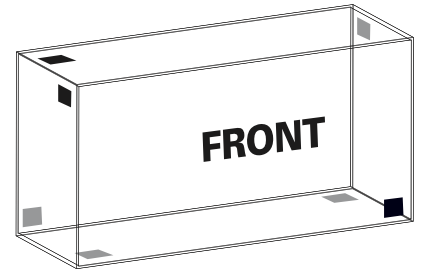
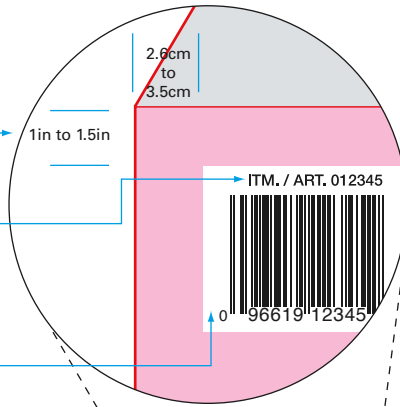
- Barcodes should be placed 1 to 1.5 inches (2.6cm to 3.5cm) from the edge.

- An item number should accompany all barcodes on products sold exclusively at Costco.

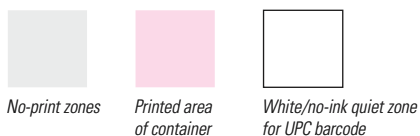
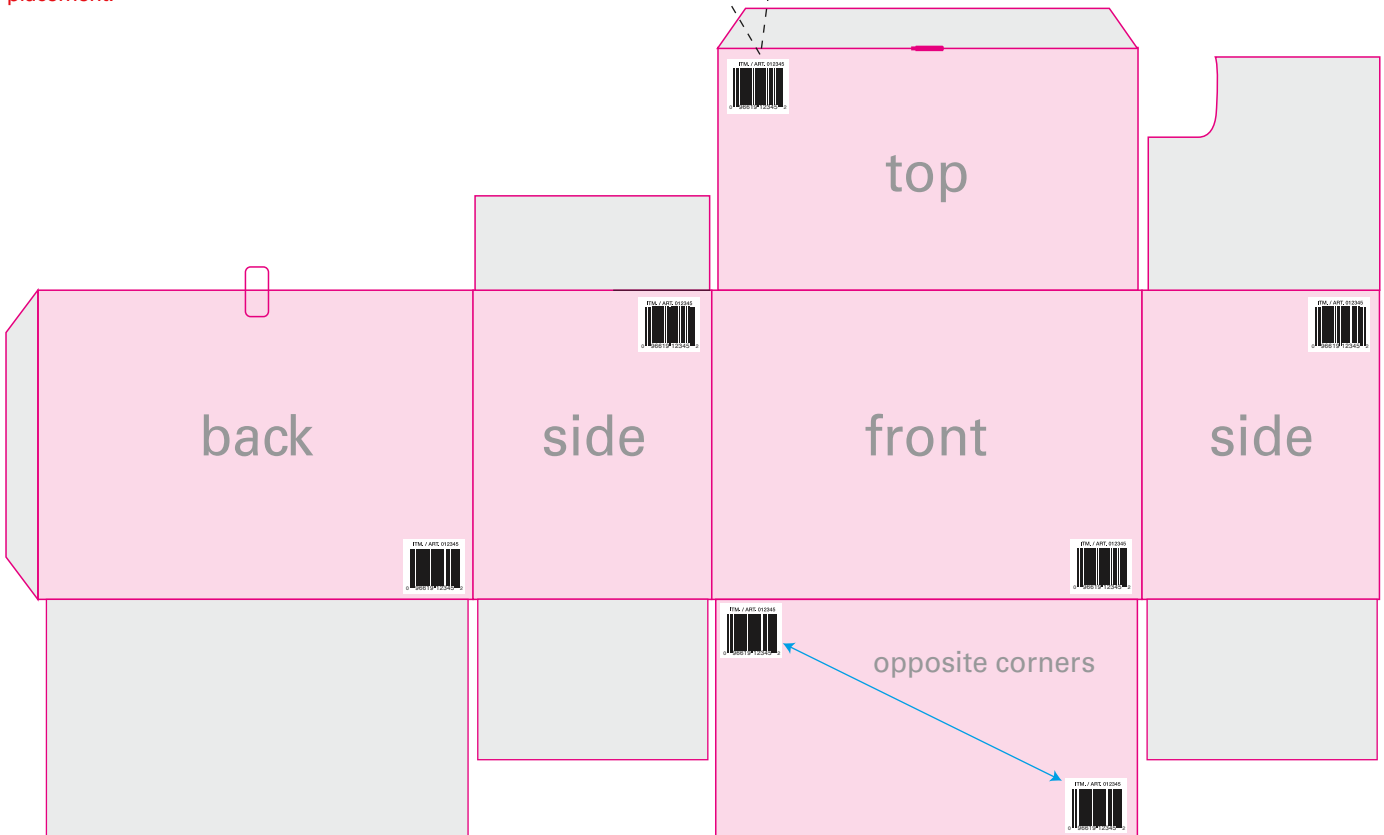
- A white box or no-ink area should be placed under the barcode.

- Boxes over 30in/76cm in length, width or height AND over 30lbs/13.6kg should have SEVEN barcodes— one on each panel and TWO on the bottom panel in opposite corners.

- **NOTE:** Larger and heavier boxes will require a **front panel** barcode placement.



Graphics of UPC placement and size of UPC are not to scale.





**Any container over 36in/91.4cm wide/long/high**  
(requires a larger barcode)

• Barcodes should be placed 1 to 1.5 inches (2.6cm to 3.5cm) from the edge.

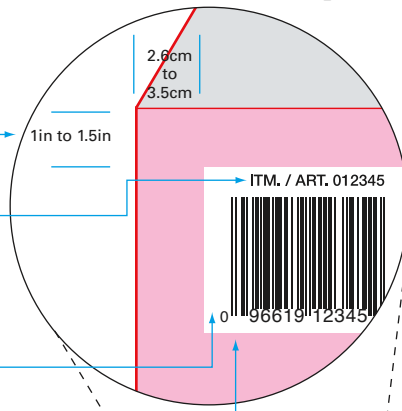
• An item number should accompany all barcodes on products sold exclusively at Costco.

• A white box or no-ink area should be placed under the barcode.

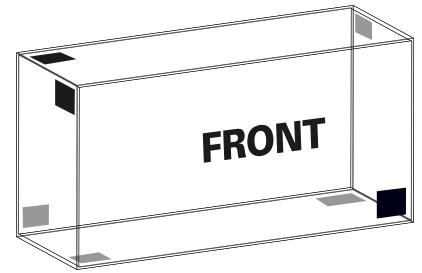
• Boxes over 36in/91.4cm in length, width or height should have SEVEN barcodes—one on each panel and TWO on the bottom panel in opposite corners.

• Boxes over 36in/91.4cm in length, width or height also require a LARGER barcode. The barcode should be 150% of standard size. Do not increase beyond 150%, as that will compromise the effectiveness of a hand-held scanning device.

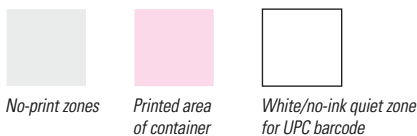
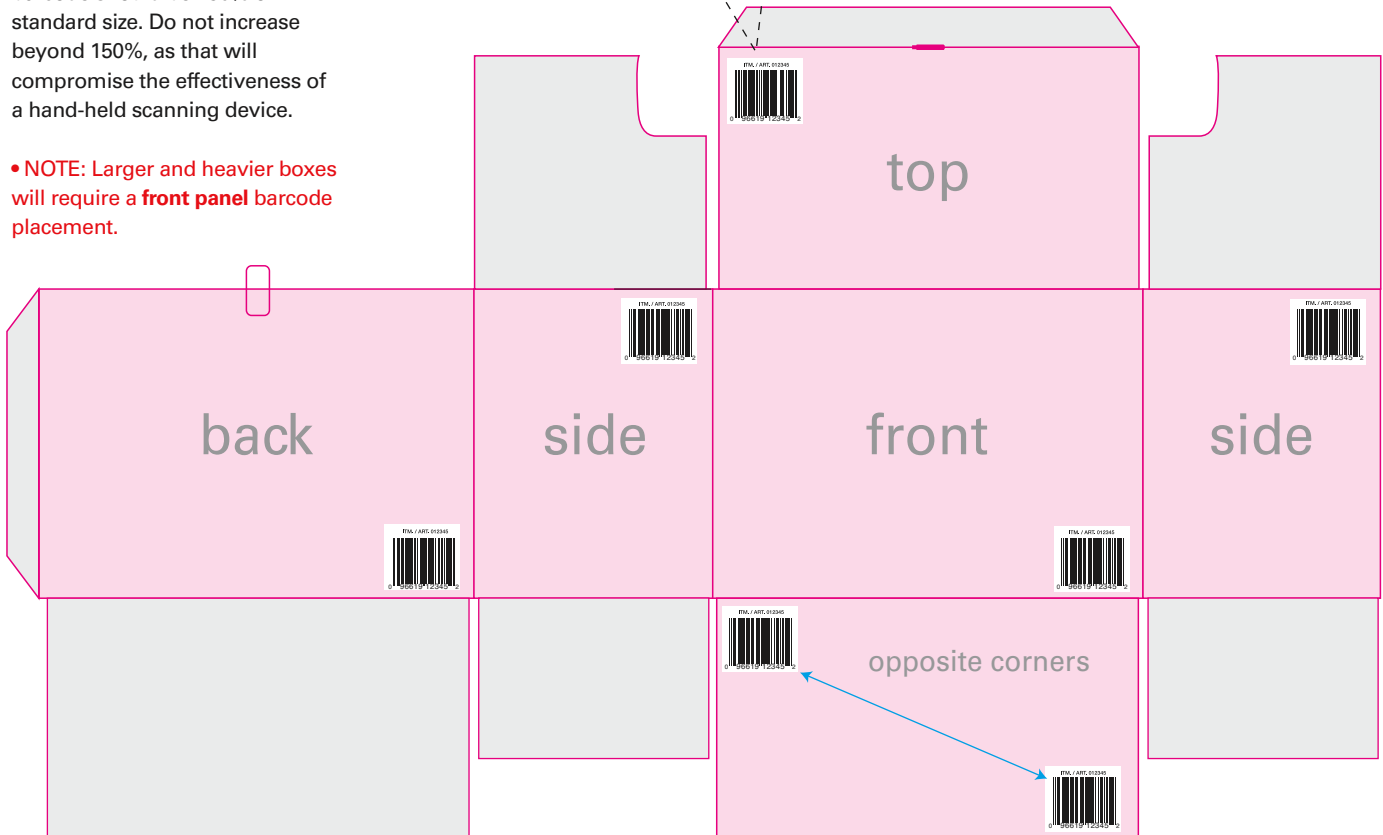
• **NOTE:** Larger and heavier boxes will require a **front panel** barcode placement.



150% magnification required for larger packages (for further details see pages 8-9)



Graphics of UPC placement and size of UPC are not to scale.

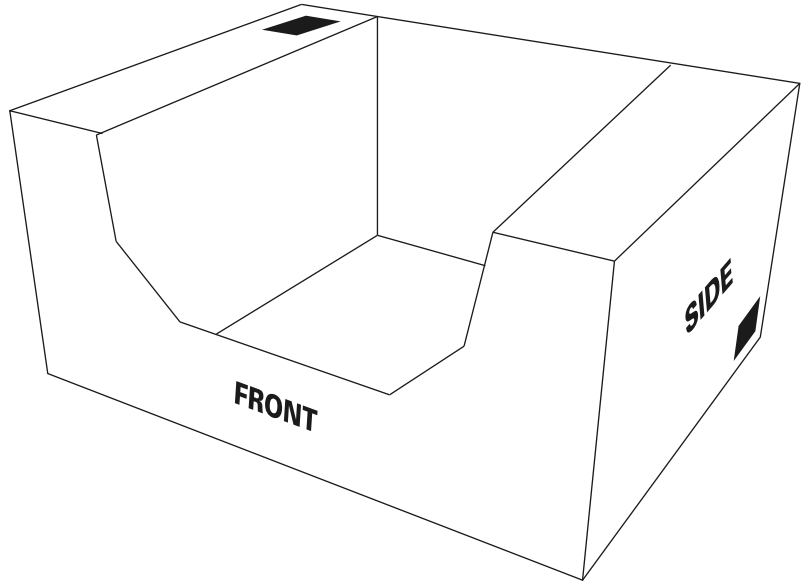


A cut-away box, such as those found in toys and seasonal items should follow the same rules as typical boxes. See pages 11-14 for various box size and weight configurations.

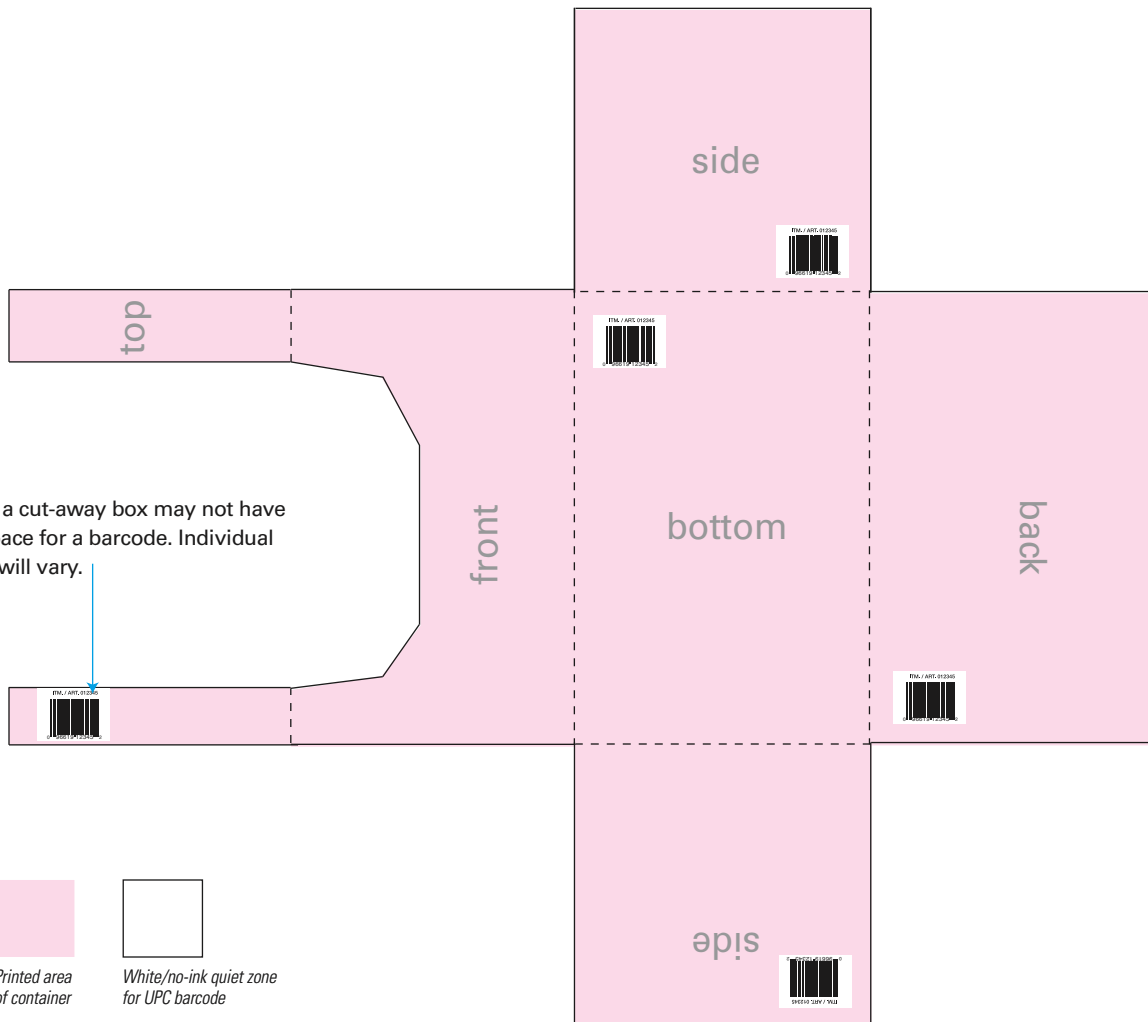
The front panel can remain free of barcodes. The top may not have enough space for a barcode. Individual situations will vary.

- An item number should accompany all barcodes on products sold exclusively at Costco.

- Cut-away boxes should have FOUR barcodes, one each on the sides, bottom and back. Some boxes may have an additional barcode on the top, if there is available space.



Graphics of UPC placement and size of UPC are not to scale.





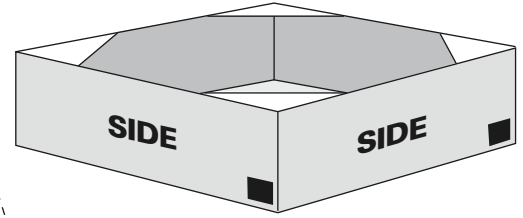
## Garland or wreath open-window box (seasonal)

- Barcodes should be placed in the bottom right corner of each side panel. Another should be placed along one edge of the bottom panel, centered.

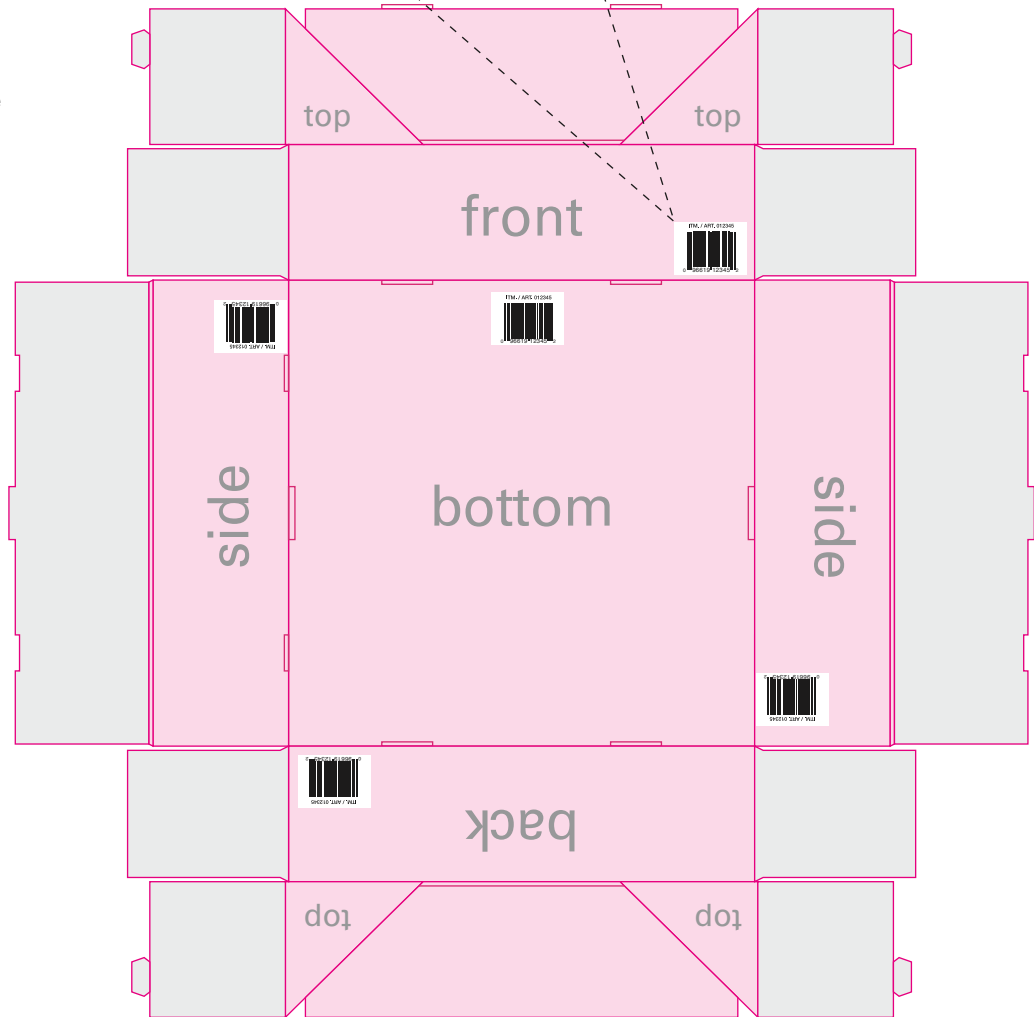
- An item number should accompany all barcodes on products sold exclusively at Costco.

- A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.

- Garland/wreath open-window boxes should have FIVE barcodes—one on each of the four side panels and one on the bottom. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



White/no-ink quiet zone for UPC barcode



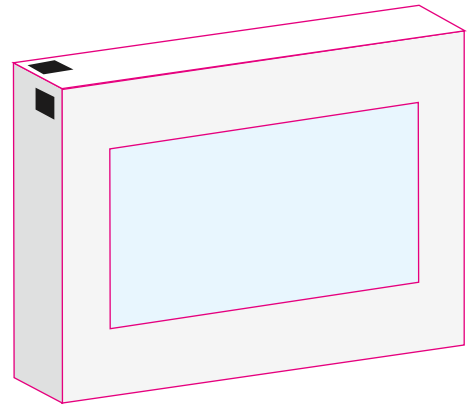
**Window tray single item**  
(seasonal/hardware/housewares)

• Barcodes should be placed in the designated corners of each panel.

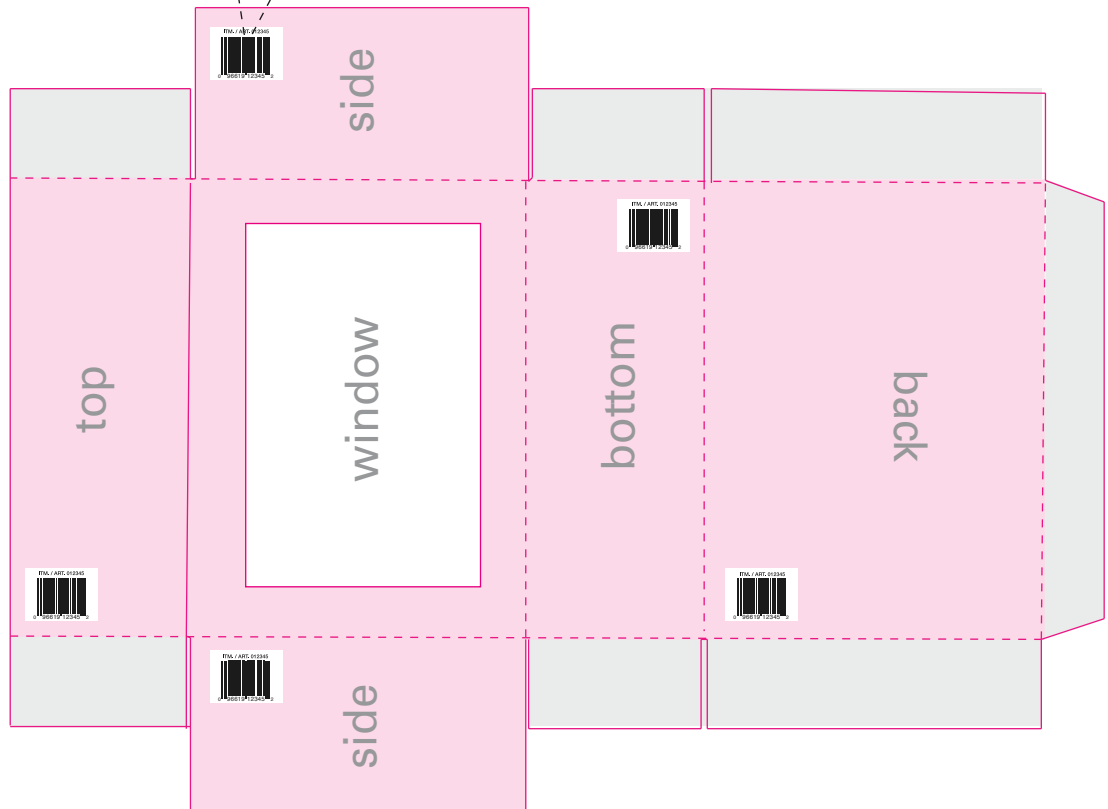
• An item number should accompany all barcodes on products sold exclusively at Costco.

• A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.

• Window boxes should have FIVE barcodes—one on each full-size panel. Some window boxes panels may be too narrow for a barcode. Individual situations will vary.



*Graphics of UPC placement and size of UPC are not to scale.*



No-print zones

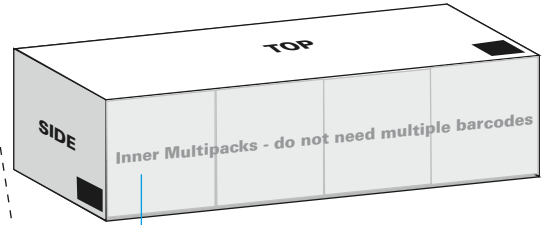


Printed area of container



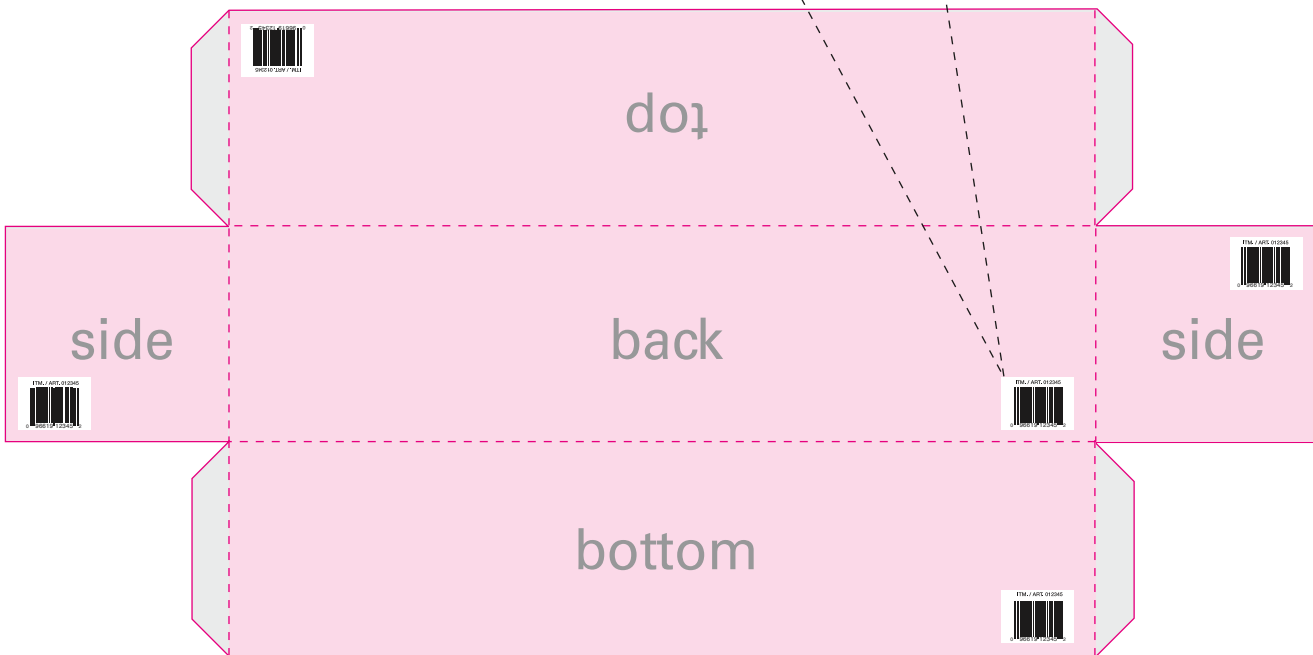
White/no-ink quiet zone for UPC barcode

- Barcodes should be placed in the designated corners of each panel.
- An item number should accompany all barcodes on products sold exclusively at Costco.
- A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.
- Window trays should have FIVE barcodes—one on each full-size panel. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.

FOR COSTCO INTERNAL USE ONLY: For multipacks, a specific item number to *hold* all inner pack barcodes has been established for each department. This *hold* number was formerly known as a *dummy* barcode. Each department now has its own unique hold number. For multipacks such as this one, the *hold* barcode should be on the BACK of EACH of the packages, so they can be split apart for resale. An item number is not needed for a *hold* barcode.



No-print zones



Printed area of container



White/no-ink quiet zone for UPC barcode



### Display box

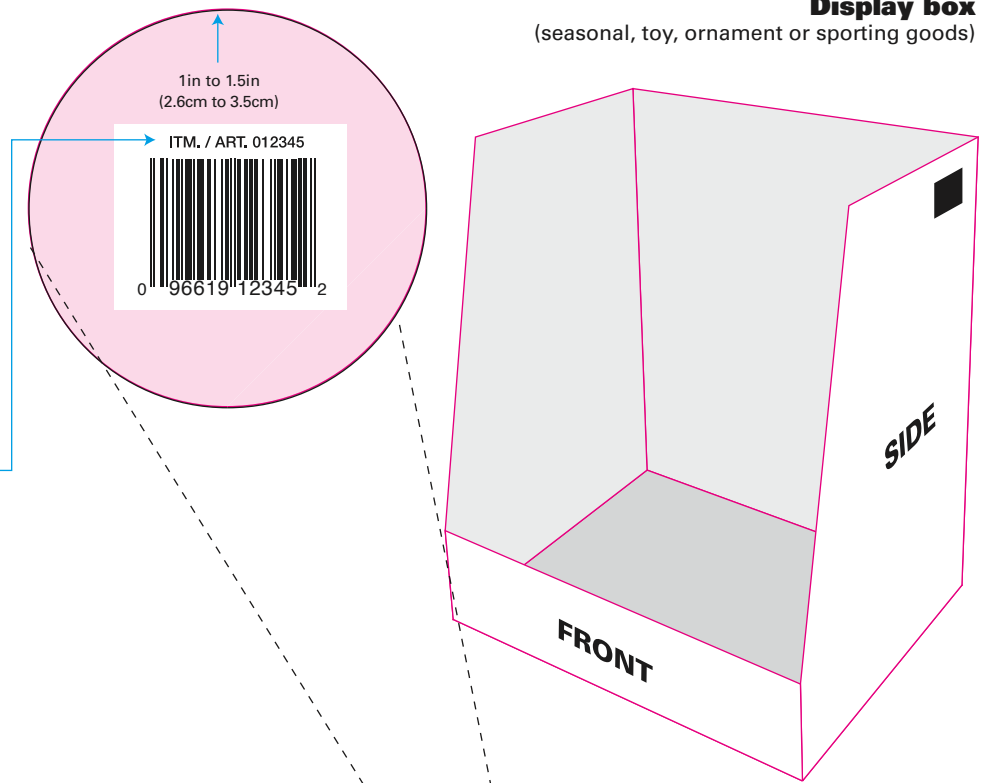
(seasonal, toy, ornament or sporting goods)

A display box, such as those used for single ornaments or other objects held in place with a blister or custom-formed bubble should follow the same rules as cut-away boxes. See page 15 for reference.

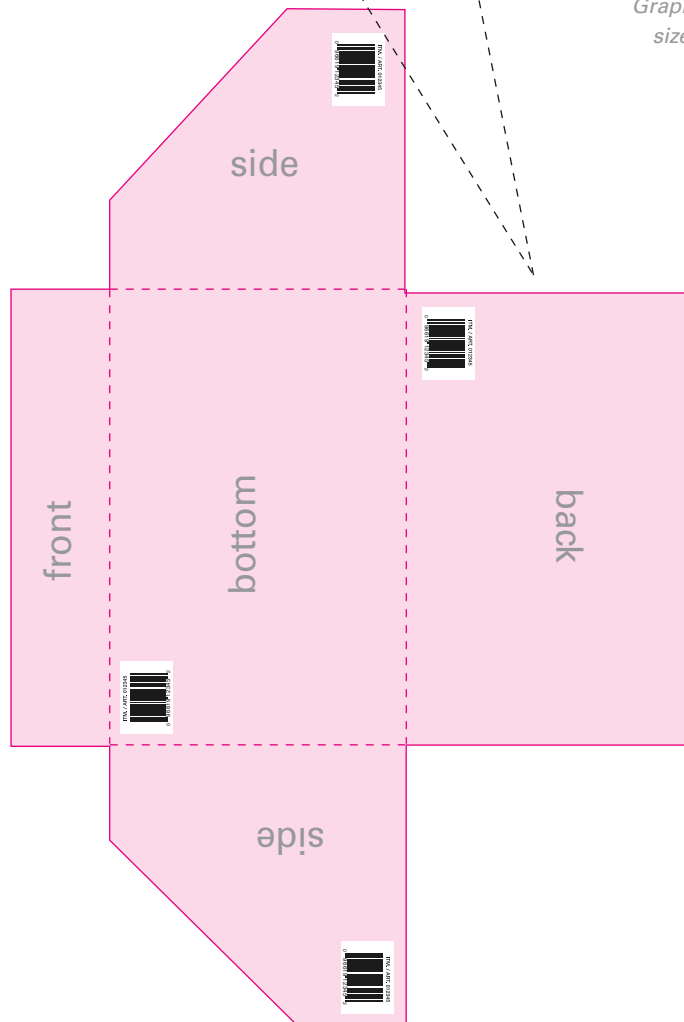
The front panel can remain free of barcodes. A display box may not have a printed top or surface for printing or adding barcodes.

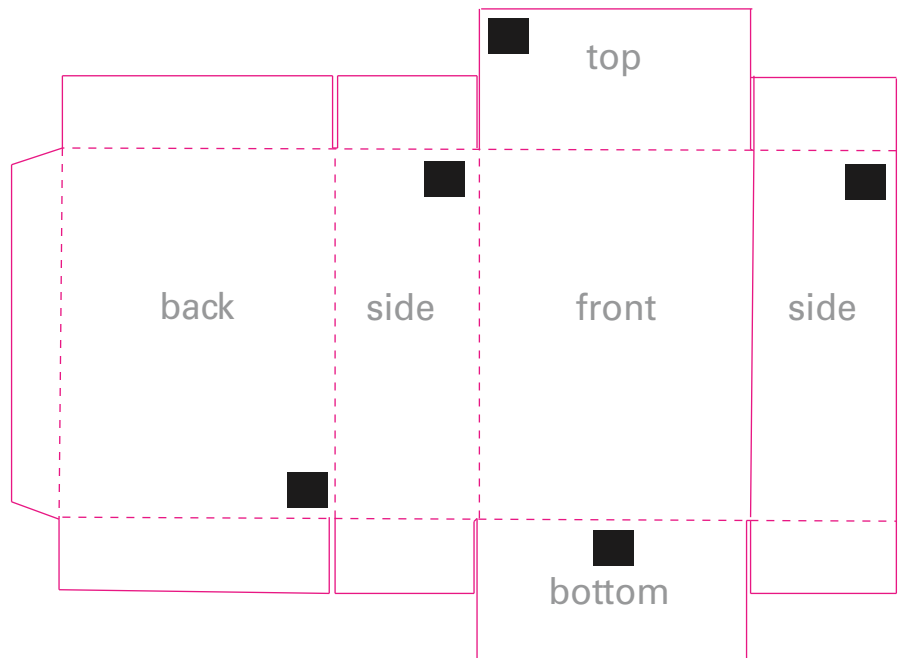
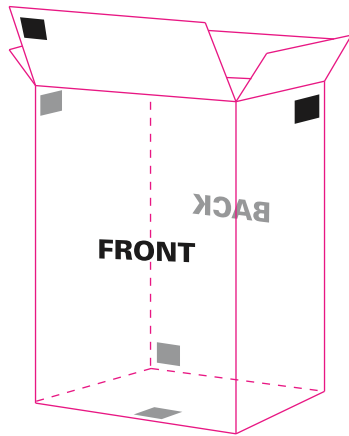
• An item number should accompany all barcodes on products sold exclusively at Costco.

• Display boxes should have FOUR barcodes, one each on the sides, bottom and back.

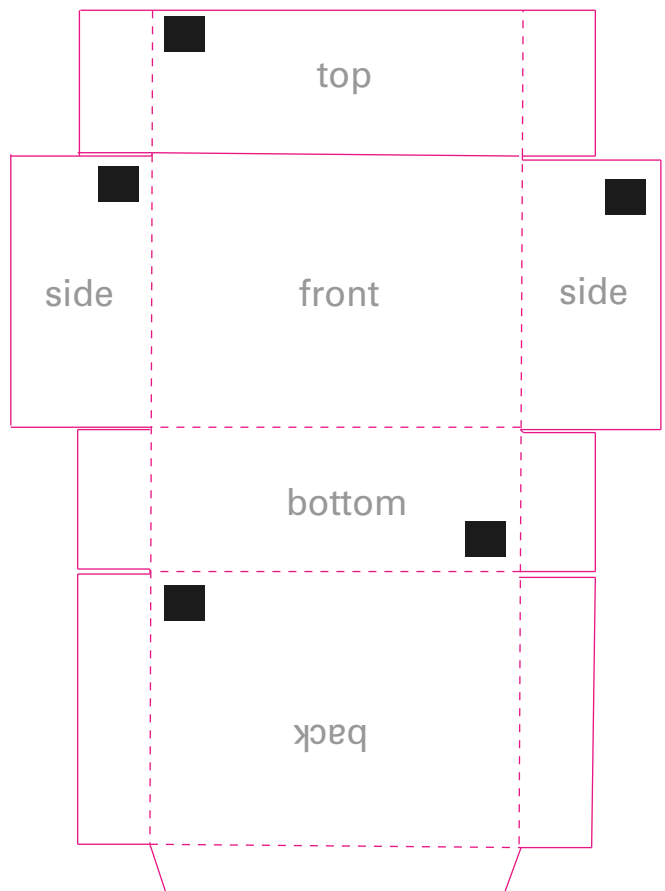
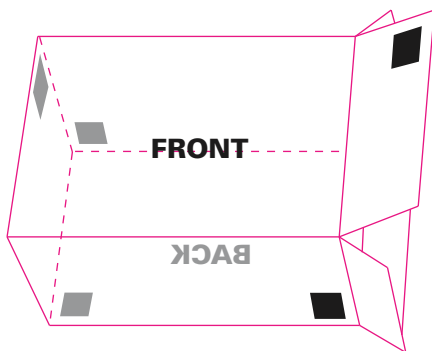


Graphics of UPC placement and size of UPC are not to scale.

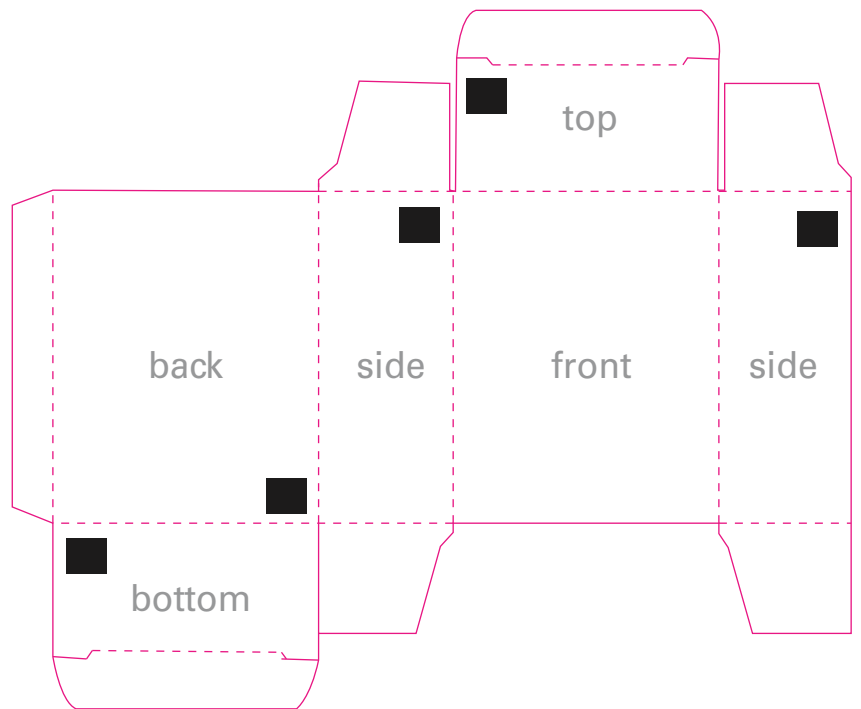
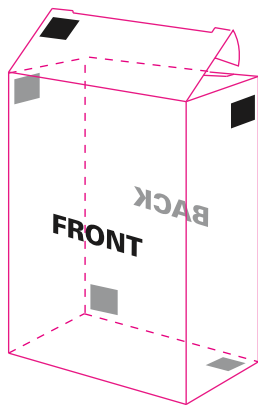
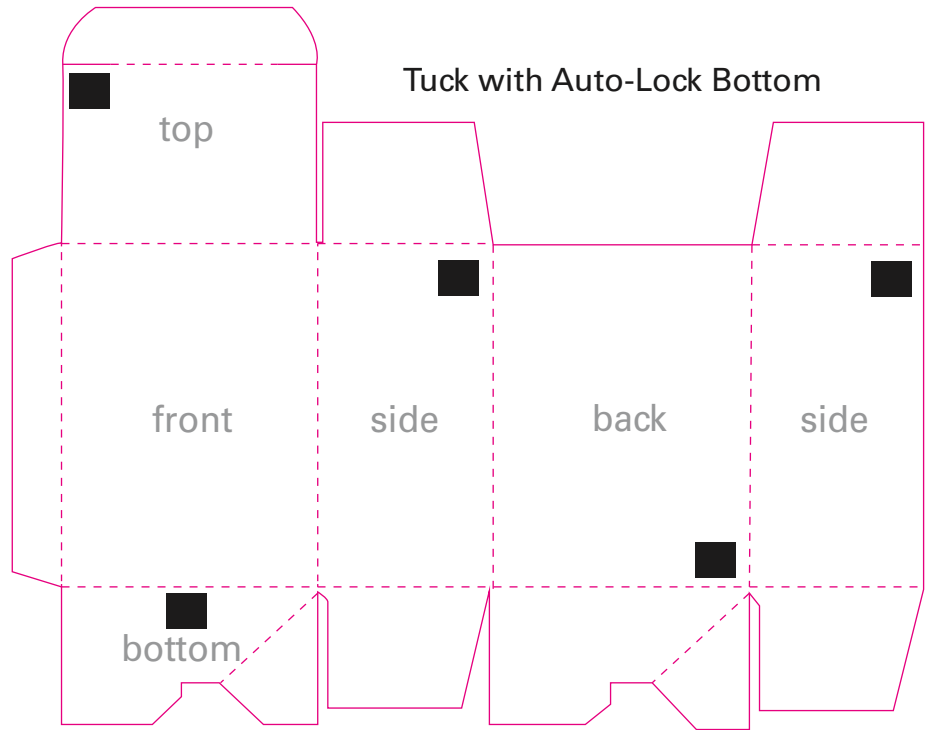
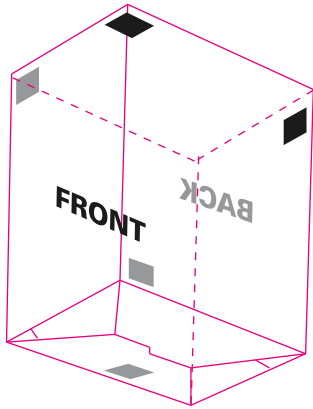


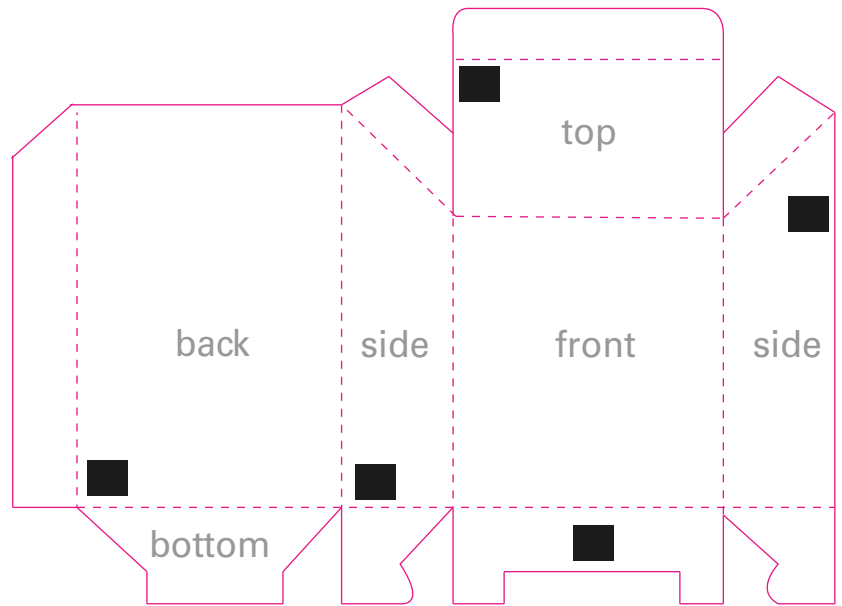
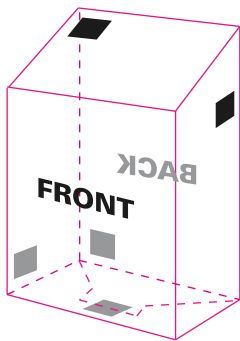
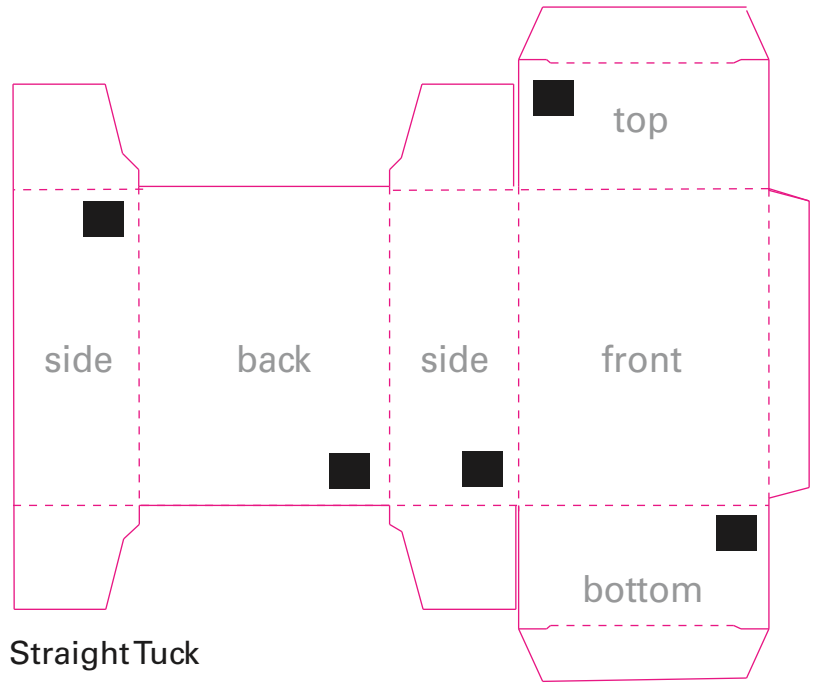
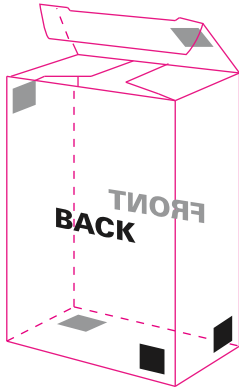


**Economy Seal Ends - Vertical Orientation**



**Economy Seal Ends - Horizontal Orientation**





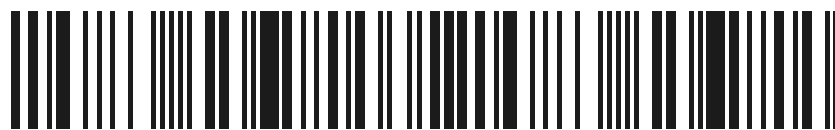
Tapered Top



## Bags

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- Pillow pack bags vertical side seams
- Pillow pack bags horizontal
- Pillow pack bags vertical back centered seam
- Stand-up resealable pouches
- Bread bags





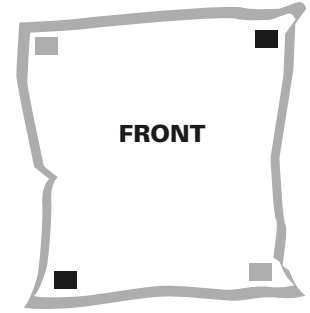
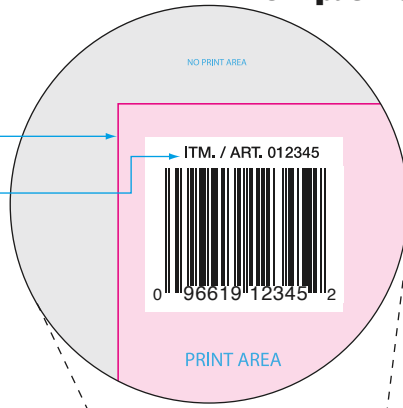
**Pillow pack bags: 3 to 4 seams; 3lbs/1.36kg or more**  
(typically found on freezer items)

• Barcodes should be placed at the edge of the *print area*.

• An item number should accompany all barcodes on products sold exclusively at Costco.

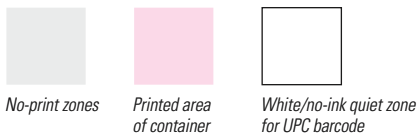
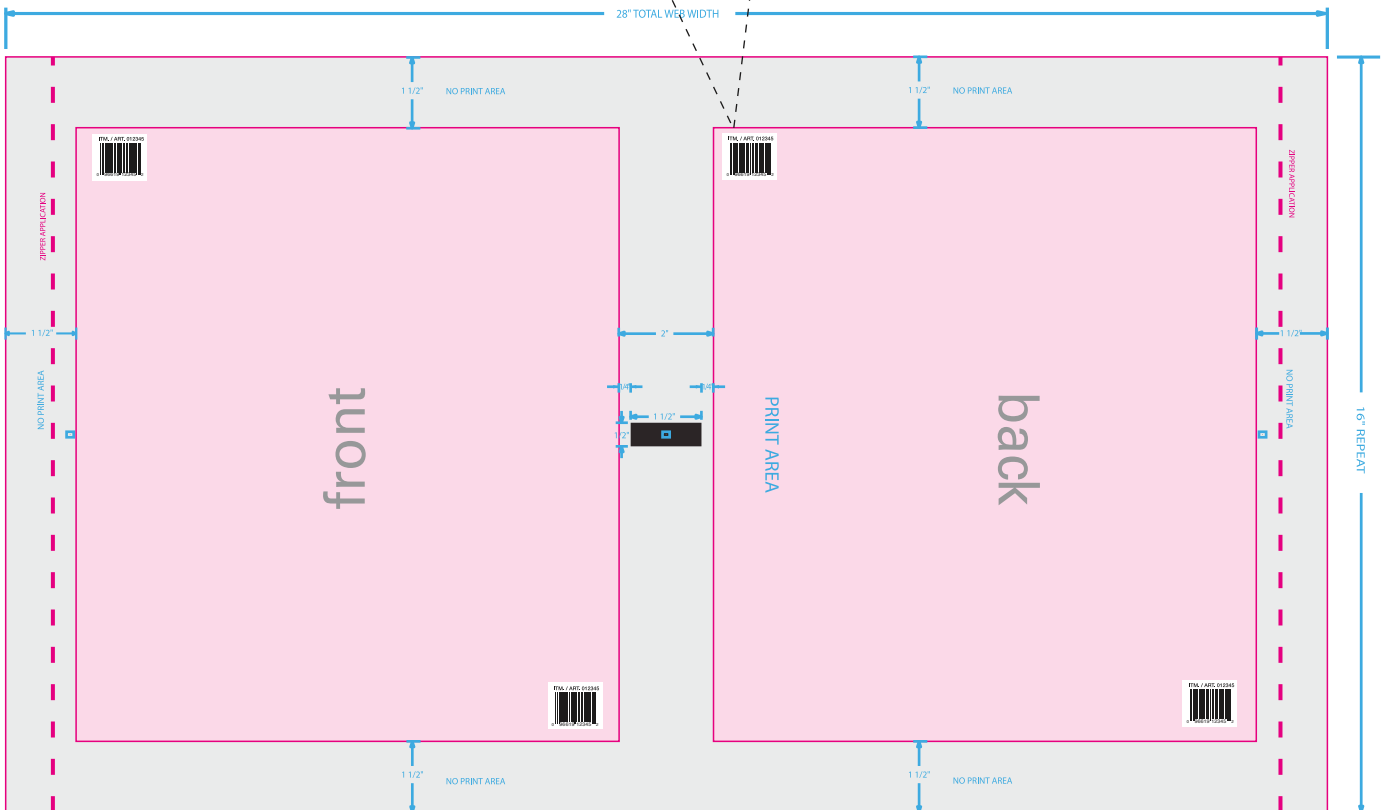
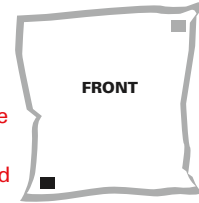
• On clear poly, a white-ink box should be placed under the barcode to provide a quiet zone for the code to be printed. On white poly, a blank space for the barcode and a sufficient border will do.

• Pillow pack bags with 3 to 4 seams should have FOUR barcodes, placed in opposite corners. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.

• NOTE: Bags under 3 lbs can have TWO barcodes, one on front and one on back. One should be at the top and the other should be at the opposite end and opposite corner.





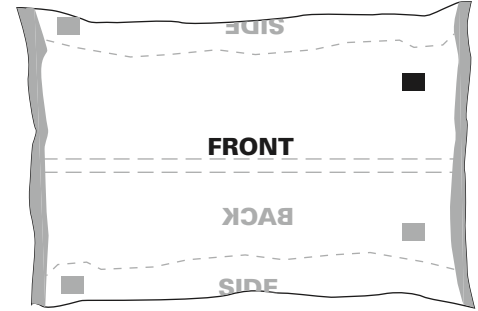
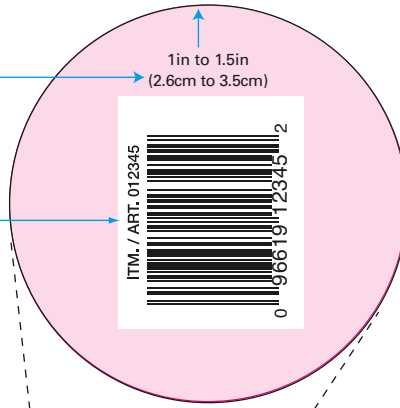
**Pillow pack bags: 3 seams, sides and back**  
(found on candy, nut & snack bags that lay flat)

- Barcodes should be placed 1 to 1.5 inches (2.6cm to 3.5cm) from the edge.

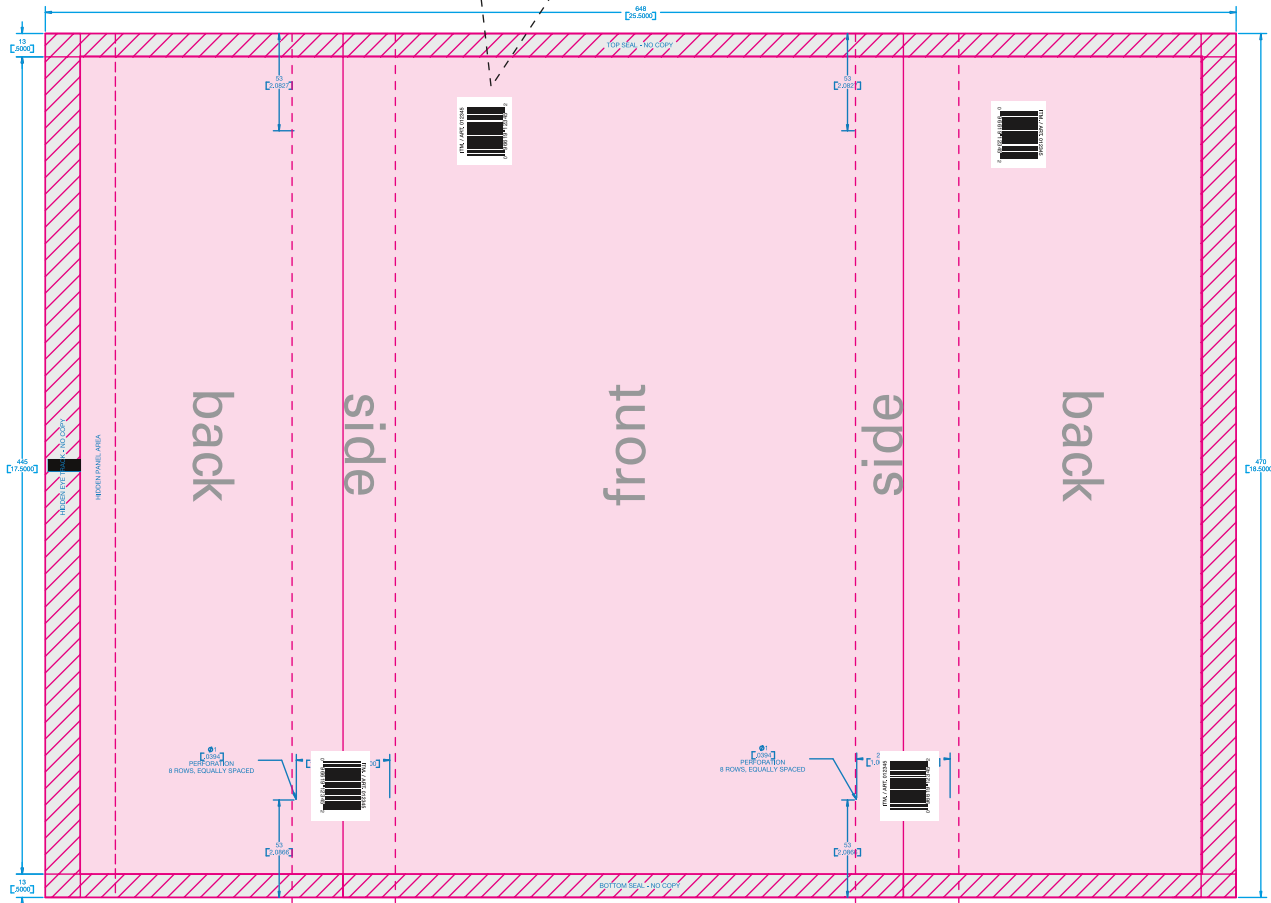
- An item number should accompany all barcodes on products sold exclusively at Costco.

- On clear poly, a white-ink box should be placed under the barcode to provide a quiet zone for the code to be printed. On white poly, a blank space with sufficient space will do.

- Pillow pack bags with 3 seams (two sides and one down the middle of the back) should have FOUR barcodes, placed in opposite corners. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones	Printed area of container	White/no-ink quiet zone for UPC barcode



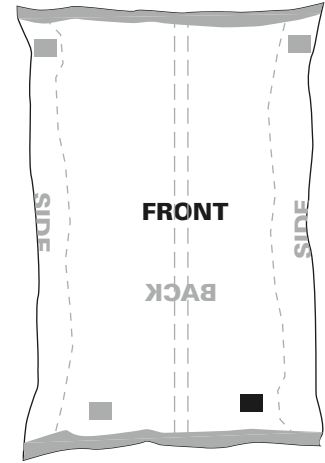
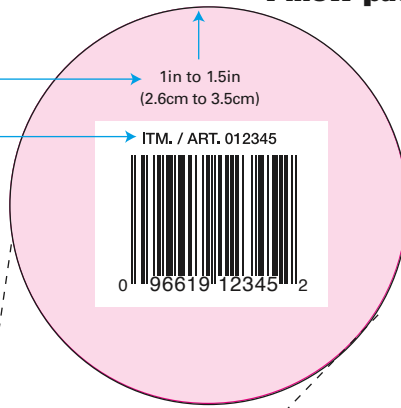
**Pillow pack bags: 3 seams, top, bottom and back**  
 (found on candy, nut & snack bags that stand upright)

• Barcodes should be placed 1 to 1.5 inches (2.6cm to 3.5cm) from the edge.

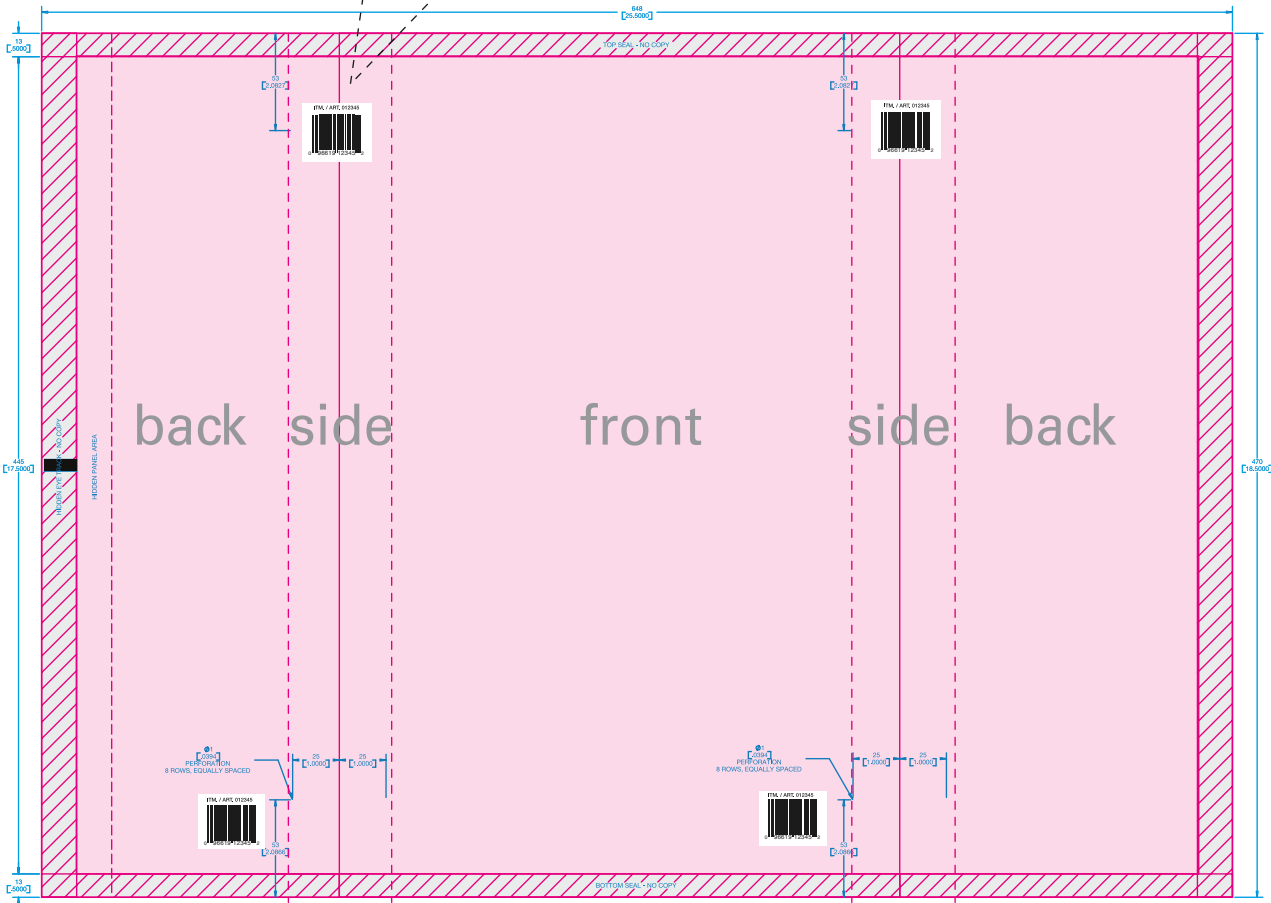
• An item number should accompany all barcodes on products sold exclusively at Costco.

• A white box or no-ink area should be placed under the barcode.

• Pillow pack bags with 3 seams (two sides and one down the middle of the back) should have FOUR barcodes, placed in opposite corners. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones	Printed area of container	White/no-ink quiet zone for UPC barcode





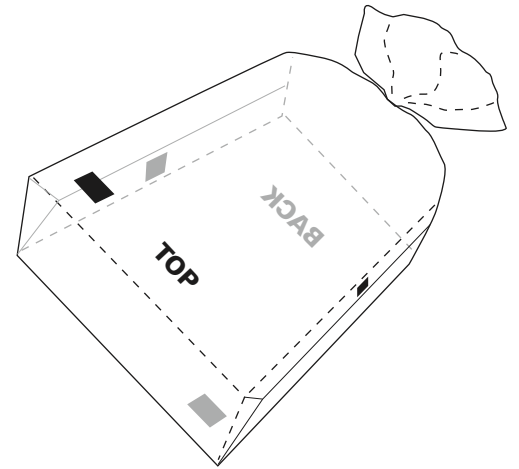
**Bread bags**  
(poly bags containing two or more loaves or multiple rolls/buns)

- For bread/roll bags, top panel and back panel barcodes should be placed 1.5 to 2 inches (2.6cm to 3.5cm) from the edges of the panel. The barcodes placed on the side panels should be 1/3 to halfway from the top and bottom of the assembled package. Bread bags have no hard edges and are gathered on the ends; it is best to keep the barcode toward the flattest part of the package.

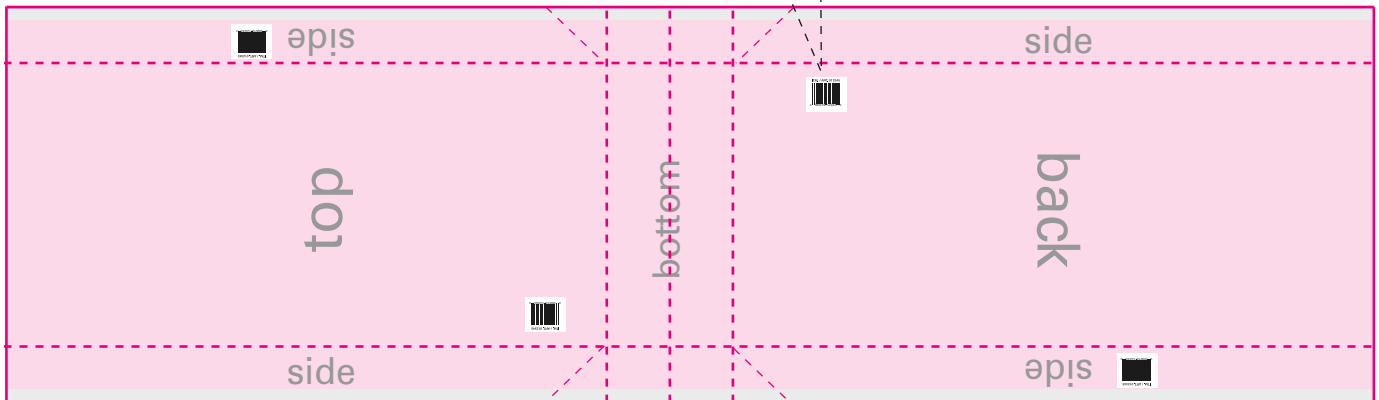
- An item number should accompany all barcodes on products sold exclusively at Costco.

- A white-ink box should be placed under the barcode to provide a quiet zone for the barcode to be printed.

- Printed bread and roll bags should have FOUR barcodes—one on the top, back and both sides. The bottom panel is actually the face panel for bread packaging. A barcode on the bottom panel is not needed. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.





## Labels

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- Wraparound labels single container food
- Printed tubs, square and round
- Large labels (non-foods)
- Fold-over labels (non-foods)



**Wraparound labels on a single container [sell unit]**  
(found on PET jars used in candy, snacks, nuts & refrigerated items)

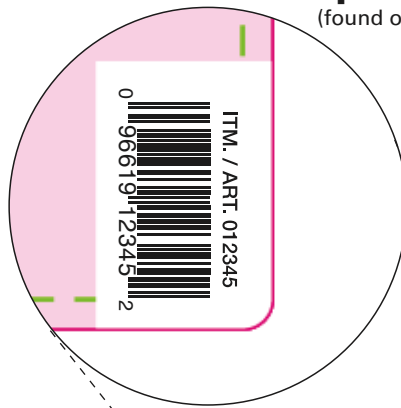
- Barcodes should be placed in the bottom corners on opposite sides of the wrap-around label.

- An item number should accompany all barcodes on products sold exclusively at Costco.

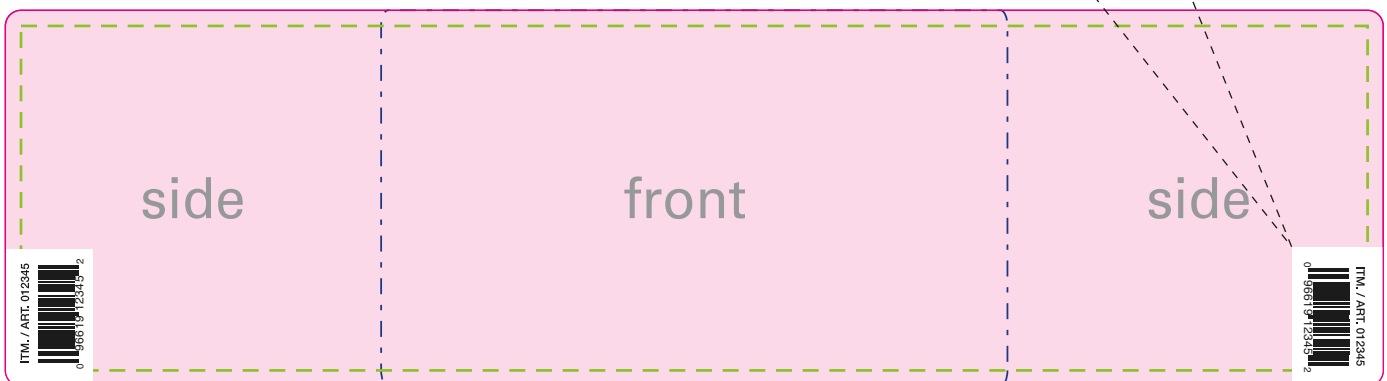
- A white box should be placed under the barcode to provide a quiet zone for the code to be printed.

- Labels that have space issues can use a truncated barcode to reduce the space needed. However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.

- Wrap-around labels on a single container should have TWO barcodes—one on each of the two sides. See diagram below for the correct placement area for the barcodes.



Graphics of URC placement and size of UPC are not to scale.



### Printed tubs, square (found in refrigerated items)

Printed tubs in both square and round shapes can have front and back labels, as well as wraparound labels. They also frequently have top or lid labels.

- Wrap-around labels on a single container should have TWO barcodes—one on each of the two sides. See page 31 for wraparound labels used on clear tubs with applied labels.

- For front and back labels, if there is space, place a barcode on each side of the container. If there is not sufficient space, keep the barcode on the back label.

- A barcode should also, space allowing, be placed on the lid label.

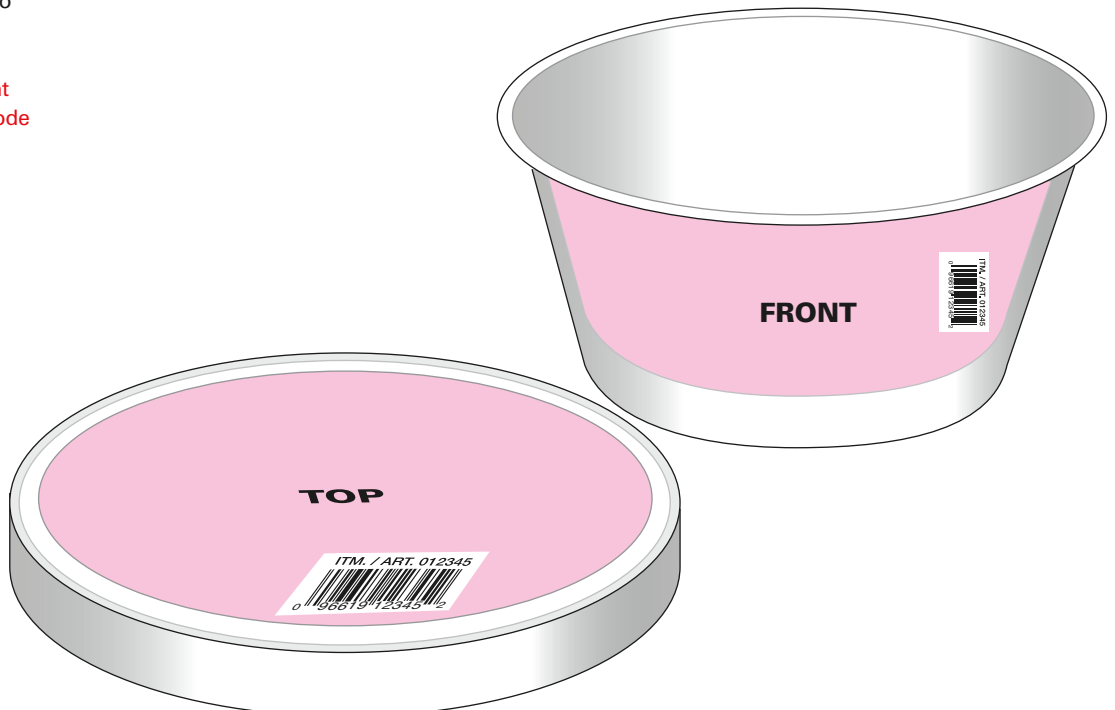
- An item number should accompany all barcodes on products sold exclusively at Costco.

- A white box should be placed under the barcode to provide a quiet zone for the code to be printed.

- Labels that have space issues can use a truncated barcode to reduce the space needed. However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.



### Printed tubs, round (found in refrigerated items)





- On large labels applied to corrugate boxes, barcodes should be placed in opposite corners.

- An item number should accompany all barcodes on products sold exclusively at Costco.

- A white box should be placed under the barcode to provide a quiet zone for the code to be printed.

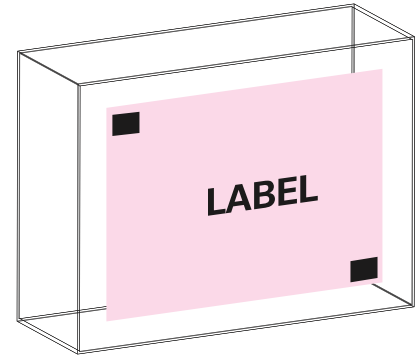
- On labels larger than 36in/91.4cm wide or tall, barcodes must be magnified 150%.

- Large labels should have TWO barcodes, placed in opposite corners. See diagram below for the correct placement area for the barcodes.

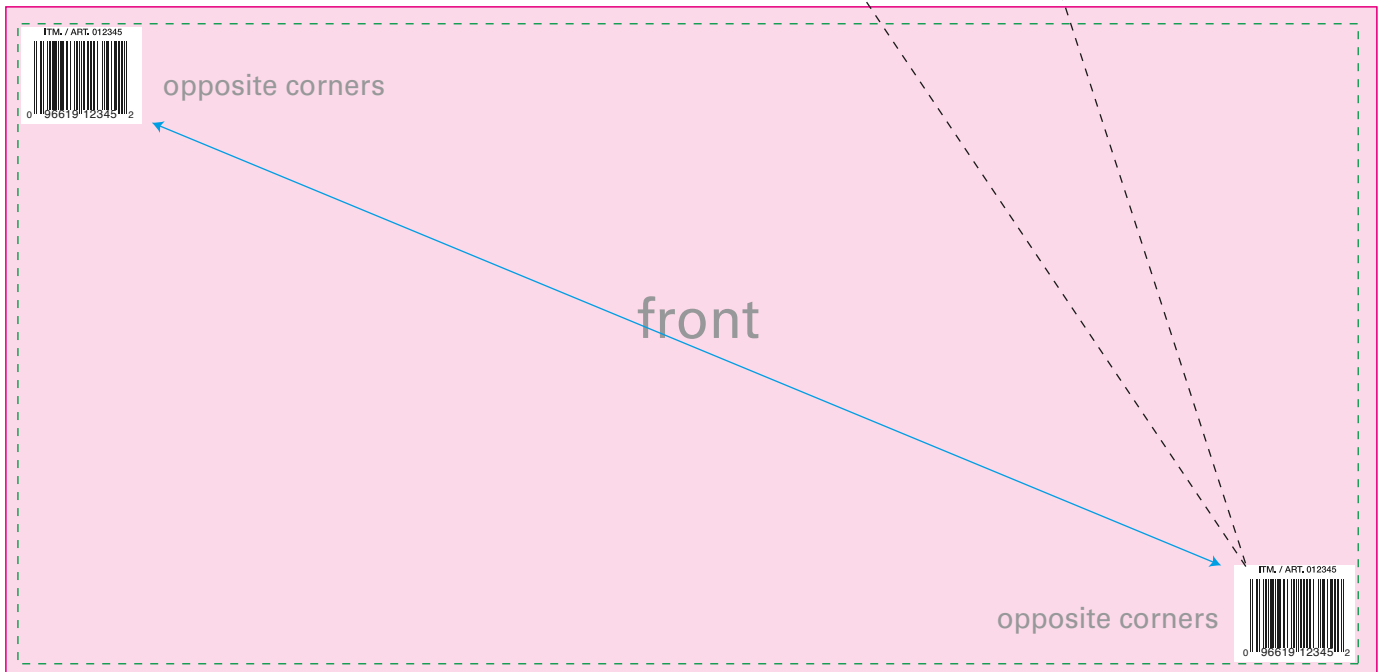


### Large labels on corrugate boxes

(found on non-food items such as seasonal, hardware, sporting goods, etc.)



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



White/no-ink quiet zone for UPC barcode



### Fold-over labels

(found on non-food items such as seasonal, hardware, sporting goods, etc.)

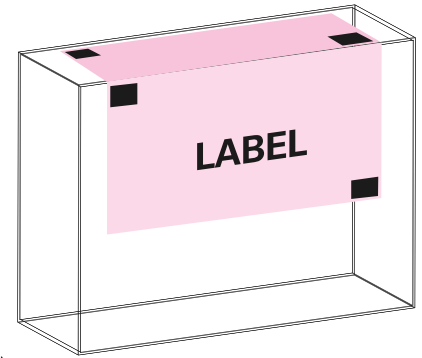
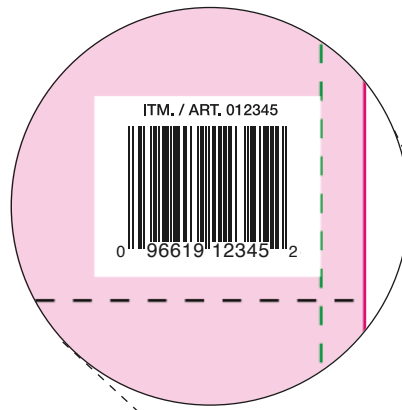
• On fold-over labels applied to corrugate boxes, barcodes should be placed in opposite corners of each panel.

• An item number should accompany all barcodes on products sold exclusively at Costco.

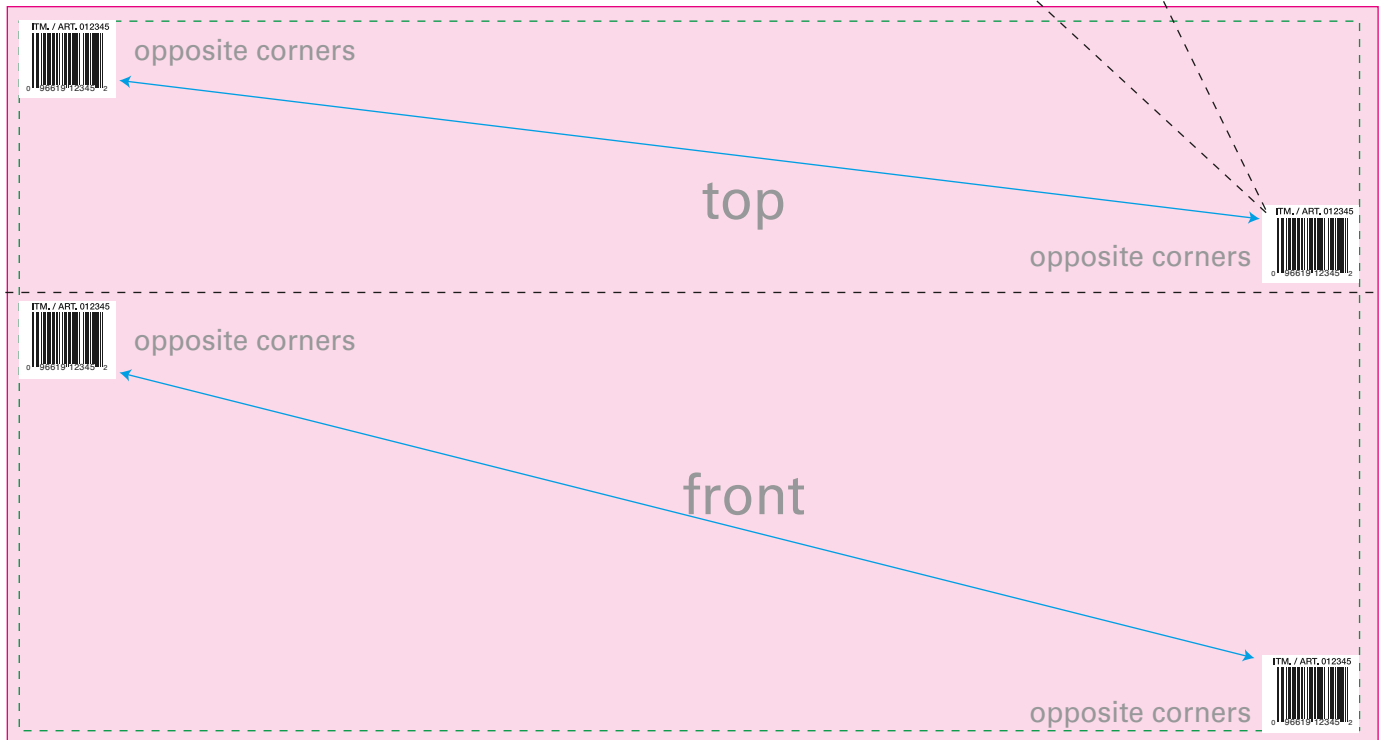
• A white box should be placed under the barcode to provide a quiet zone for the code to be printed.

• On labels larger than 36in/91.4cm wide or tall, barcodes must be magnified 150%.

• Fold-over labels on corrugate boxes should have FOUR barcodes—two on each of the two panels in opposite corners. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



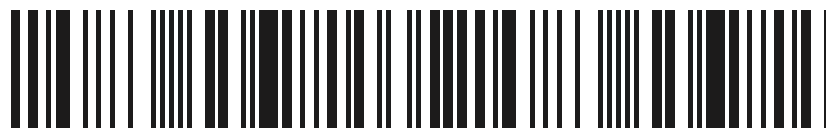
White/no-ink quiet zone for UPC barcode



## Printed Shrink/Clear Shrink

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- Shrink-wrapped cases over 10lbs/4.5kg
- Shrink sleeves around 2 jars
- Clear shrink around 2 jars
- Clear shrink on multipacks of bottles or jars
- Clear shrink on stacks of cans

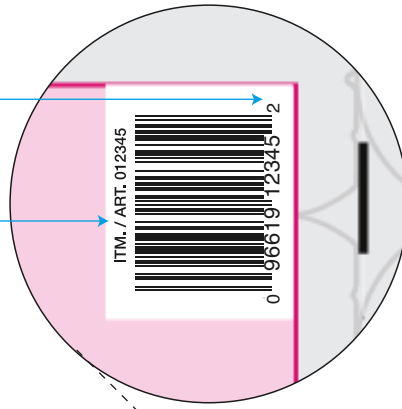


- Barcodes should be placed in the bottom right corner of the critical print zone of each panel.

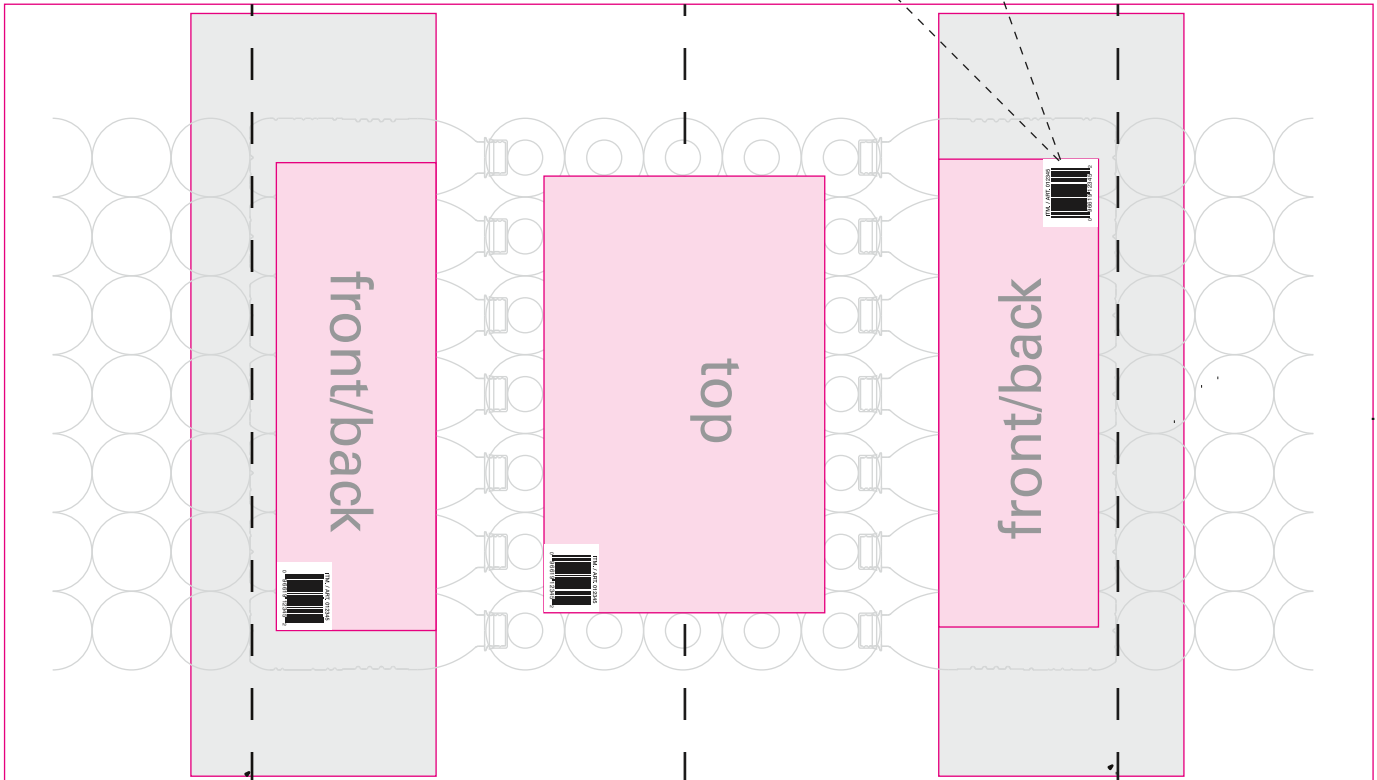
- An item number should accompany all barcodes on products sold exclusively at Costco.

- A white-ink box should be placed under the barcode to provide a quiet zone for the code to be printed.

- Shrink sleeve overwrap should have THREE barcodes—one on each face panel and one on top. An additional barcode can be added to the bottom if printing allows for it. See diagram below for the correct placement area for the barcodes.



*Graphics of UPC placement and size of UPC are not to scale.*





- Barcodes should be placed in opposite corners of the overwraps' approximate side panels.

- An item number should accompany all barcodes on products sold exclusively at Costco.

- A white-ink box should be placed under the barcode to provide a quiet zone for the code to be printed.

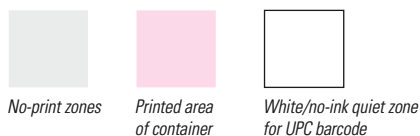
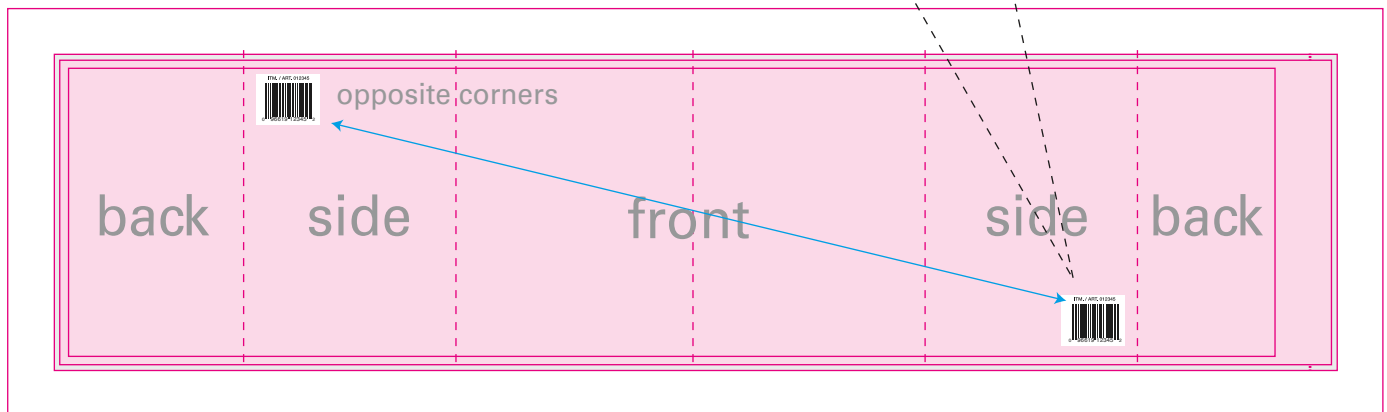
- Shrink-sleeve overwrap for jars and/or tubs should have TWO barcodes—one on each side of the wrapped set. See diagram below for the correct placement area for the barcodes.

### Printed shrink sleeves over 2 jars/tubs

(found on dry grocery such as peanut butter, jelly & parmesan cheese)



Graphics of UPC placement and size of UPC are not to scale.



**Clear shrink around two jars or tubs**  
(found in dry grocery)

- When using clear shrink around two or more jars or tubs, keep in mind that the barcode on the individual inner package CANNOT be visible through the outer shrink. If the scanner at the front end picks up the barcode from the inner package, it will not scan correctly and create a delay at the register.

- A white-ink box should be placed across the outer shrink large enough to cover all of the internal barcodes.

- An item number should accompany all barcodes on products sold exclusively at Costco.

- Shrink-sleeve overwrap for jars/tubs and multipack bottles or other similarly-shaped items should have TWO barcodes—one on each side of the wrapped set.



- Inner barcodes CANNOT show.

*Graphics of UPC placement and size of UPC are not to scale.*

**Clear shrink around multipacks of bottles or jars**  
(found in dry grocery or beverages)

- A white-ink box should be placed across the outer shrink large enough to cover all of the internal barcodes.



- Inner barcodes CANNOT show.



## Clear shrink on stacks of cans (found in dry grocery)

- When using clear shrink around stacks of cans (single or double columns,) keep in mind that the barcode on the individual inner package CANNOT be visible through the outer shrink. If the scanner at the front end picks up the barcode from the inner package, it will not scan correctly and create a delay at the register.
- A white-ink box should be placed across the outer shrink large enough to cover all of the internal barcodes.
- An item number should accompany all barcodes on products sold exclusively at Costco.
- Shrink-sleeve overwrap for stacks of cans should have TWO barcodes—one on each side of the wrapped set.



- Inner barcodes CANNOT show.

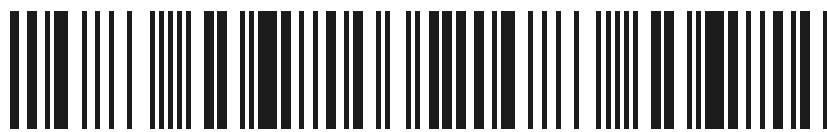
*Graphics of UPC placement and size of UPC are not to scale.*



## Cards

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- Card and blister packages
- Clamshell inserts
- Voucher cards
- J-cards (inserts for clear, flexible packaging)
- Paperboard sleeve overwraps





**Card and blister packages**  
(found on HABA, office supply, specialty spices, OTC Pharmacy & hardware)

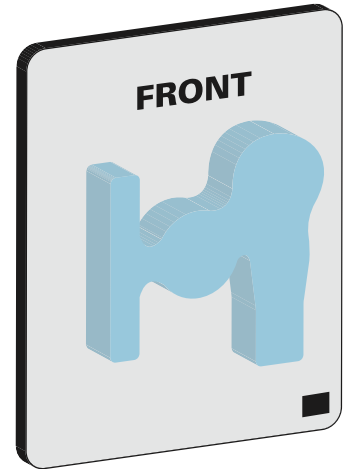
• Barcodes should be placed on the front and back of card and blister packages.

• An item number should accompany all barcodes on products sold exclusively at Costco.

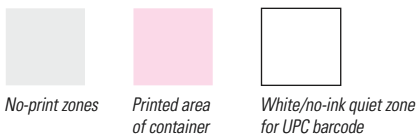
• A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.

• Card and blister packs that have space issues due to the cavity size and placement, can use a truncated barcode to reduce the space needed. However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.

• Card and blister packages should have TWO barcodes—one on each side. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.





### Clamshell inserts

(found on HABA, office supply, specialty spices, OTC Pharmacy & hardware)

• Barcodes should be placed on the front and back of the clamshell insert.

• An item number should accompany all barcodes on products sold exclusively at Costco.

• A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.

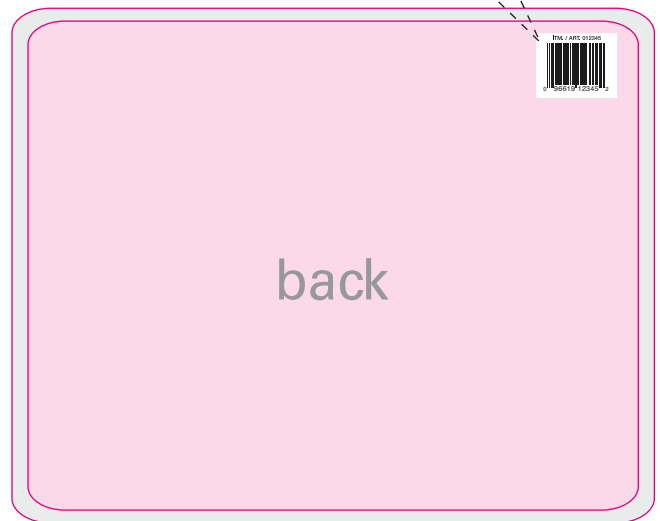
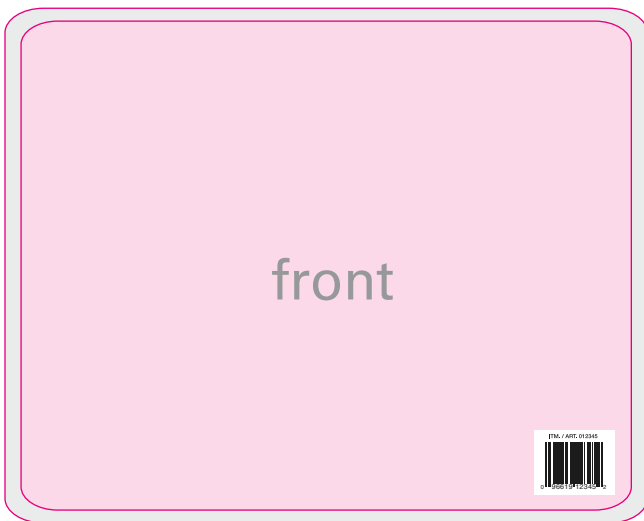
• Clamshell packaging that has space issues due to the molded bubbles incorporated for product can use a truncated barcode to reduce the space needed.

However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.

• Clamshell inserts should have TWO barcodes—one on each side. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



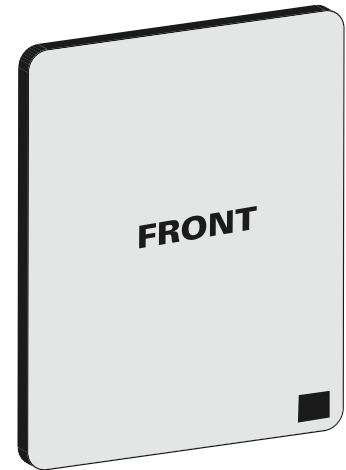
White/no-ink quiet zone for UPC barcode



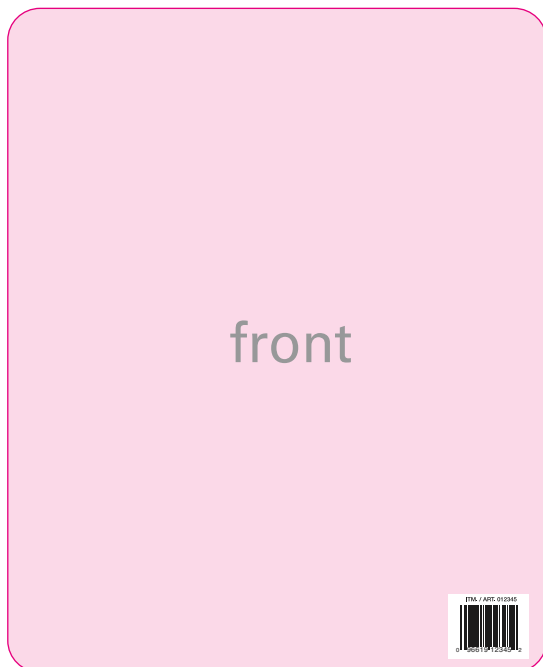
### Voucher cards

(found on gift cards, event tickets & a variety of items that must be retrieved from the front end.)

- Barcodes should be placed on the front and back of the voucher card.
- An item number should accompany all barcodes on products sold exclusively at Costco.
- A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.
- Voucher cards should have TWO barcodes—one on each side. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



White/no-ink quiet zone for UPC barcode



### J-cards or insert cards

(found in clear packaging such as domestics or clothing)

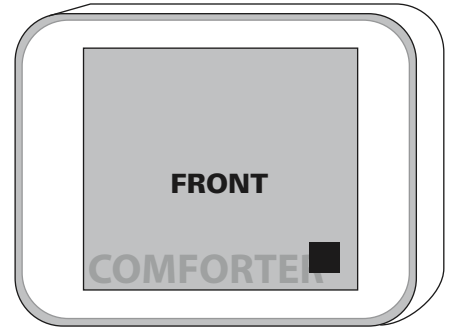
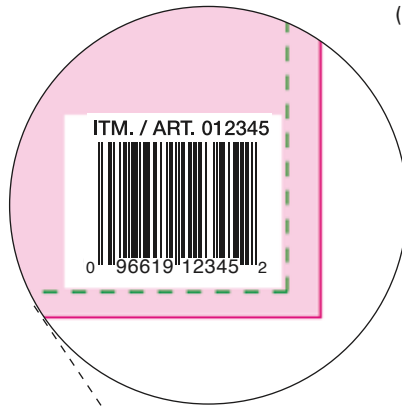
• J-cards or insert cards placed in plastic bags for soft goods, should follow the same guidelines as a typical label. There should be a barcode on each label inserted in the package. For large j-cards, see p33 for large label guidelines.

• An item number should accompany all barcodes on products sold exclusively at Costco.

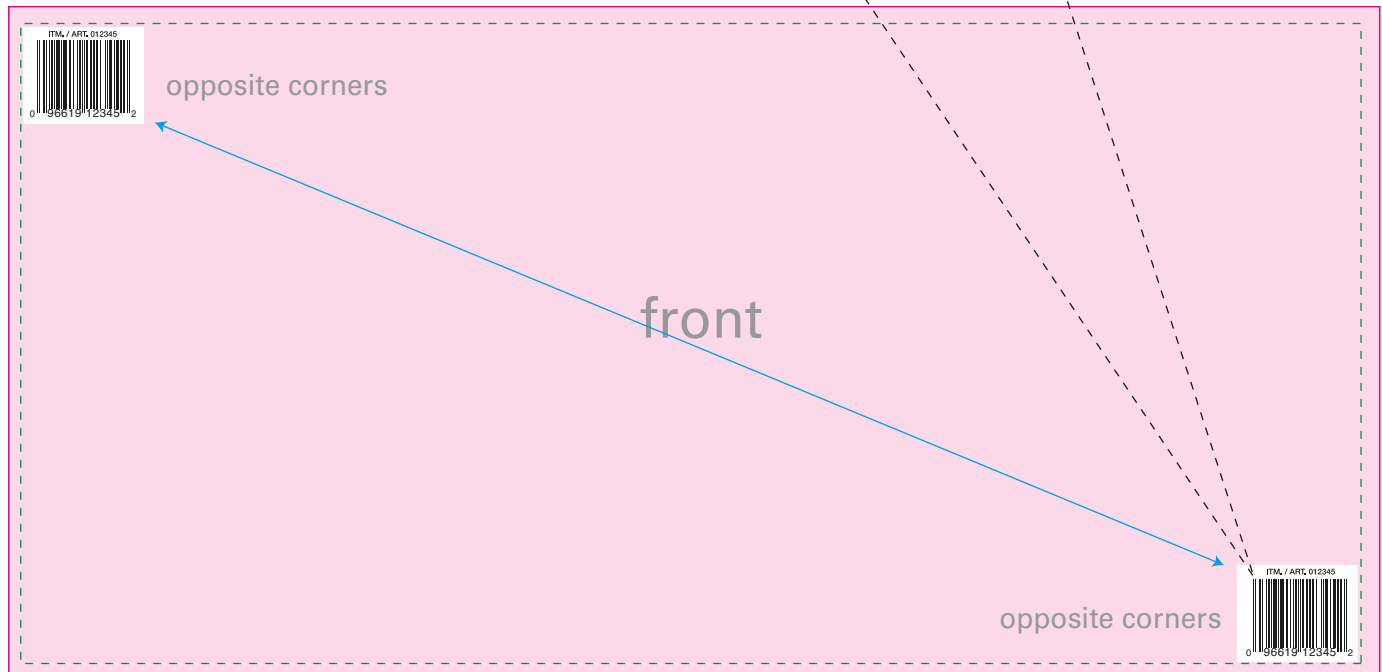
• A white box should be placed under the barcode to provide a quiet zone for the code to be printed.

• On insert cards larger than 36in/91.4cm wide or tall, barcodes must be magnified 150%.

• Large j-cards/insert cards should have TWO barcodes, placed in opposite corners. See diagram below for the correct placement area for the barcodes.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



White/no-ink quiet zone for UPC barcode



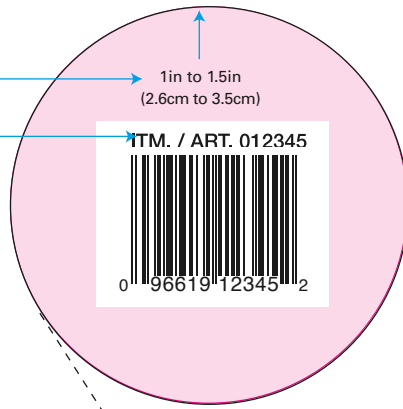
- Barcodes should be placed 1 to 1.5 inches (2.6cm to 3.5cm) from the edge.

- An item number should accompany all barcodes on products sold exclusively at Costco.

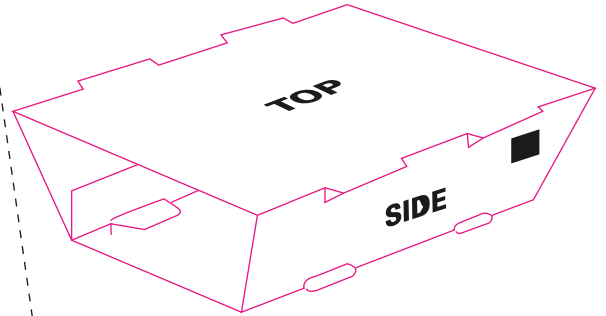
- A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.

- Some paperboard sleeves are narrow or small and may have space issues. Sleeves that have space issues can use a truncated barcode to reduce the space needed. **However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.**

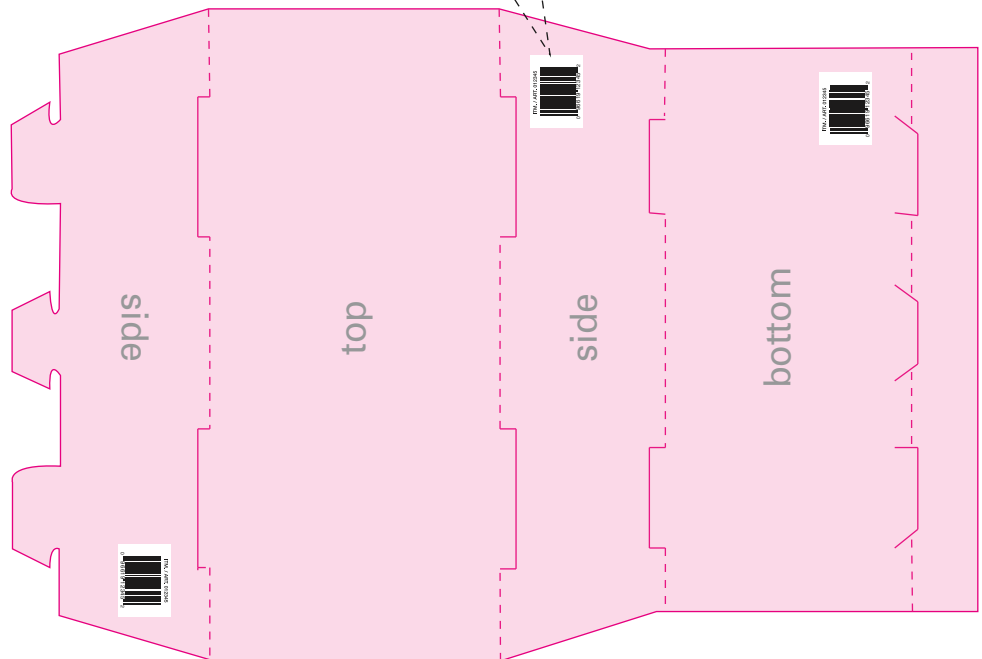
- Paperboard sleeves should have THREE barcodes—one on each of the side panels and on the bottom. See diagram below for the correct placement area for the barcodes. **NOTE: If there are Best if used by code areas that need to be accommodated, you may move the placement of the barcode to another location on the panel.**



**Paperboard sleeve overwrap**  
(typically found in ready-to-heat foods, ready-to-eat multi-cups, cookie tins, packaged meat and cheese))



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



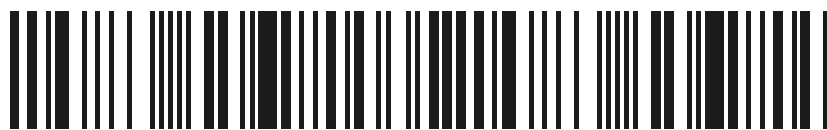
White/no-ink quiet zone for UPC barcode



## Other

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- Gift-wrap end caps
- Multipacks, break-away packaging, deli meats/saddle packs, foods
- Ribbon flange



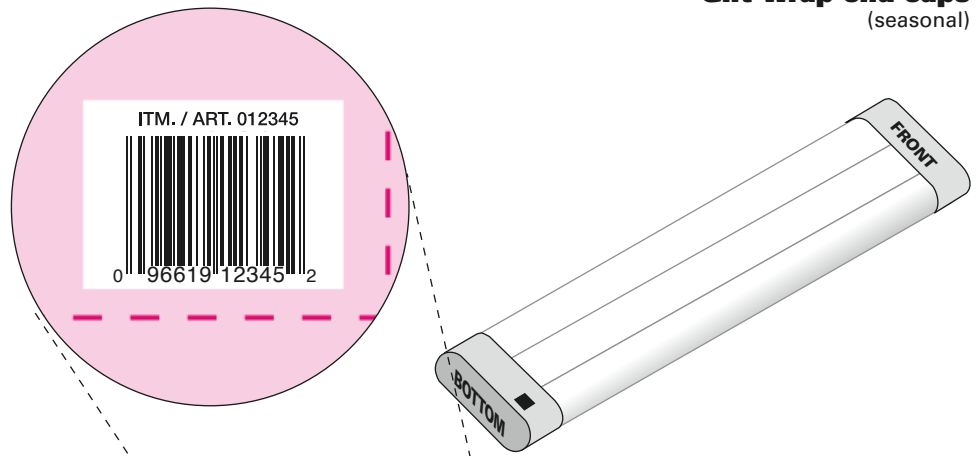
- Barcodes should be placed in the bottom right corner of the designated panels.

- An item number should accompany all barcodes on products sold exclusively at Costco.

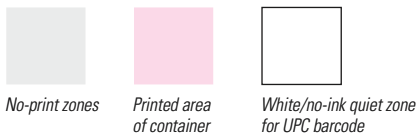
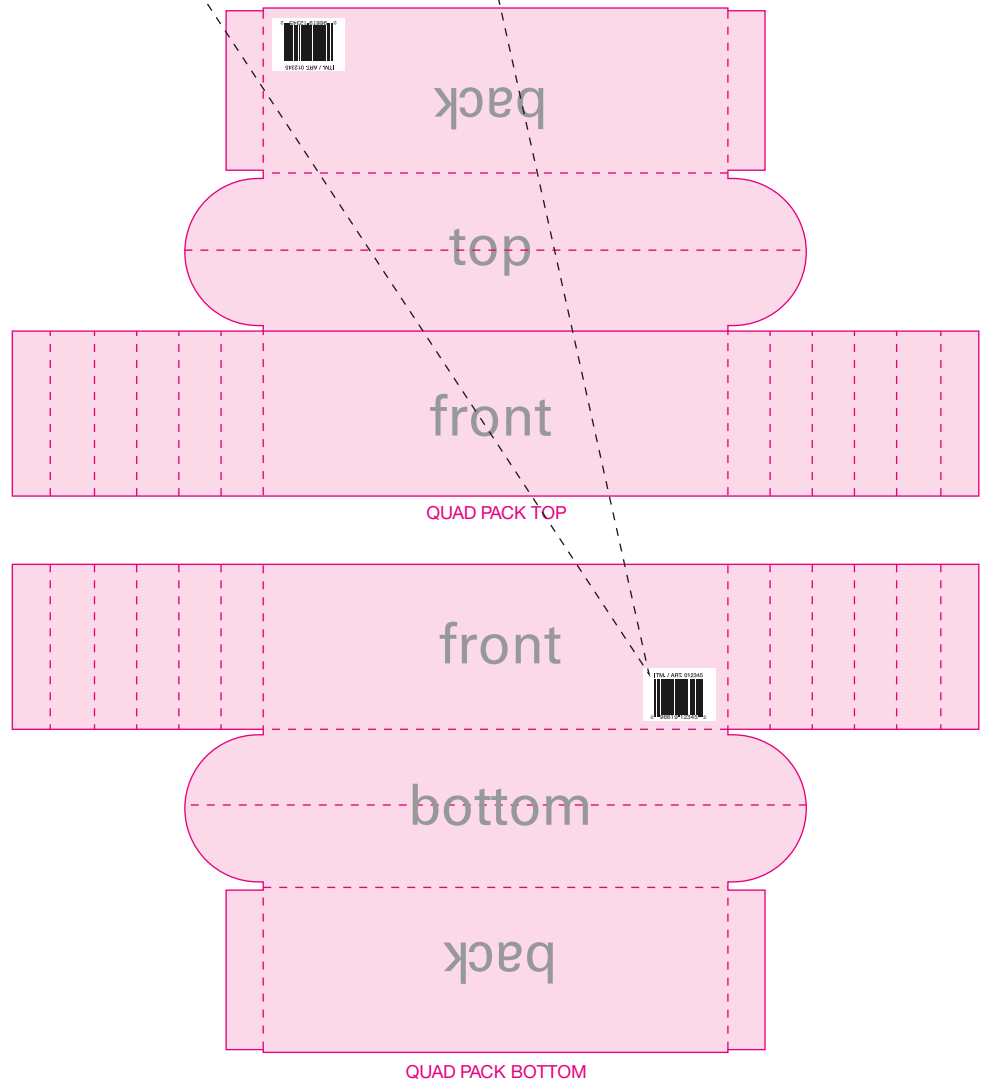
- A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.

- Gift-wrap end caps that have space issues can use a truncated barcode to reduce the space needed. However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.

- Gift-wrap end caps should have TWO barcodes—one on each end cap. See diagram below for the correct placement area for the barcodes.



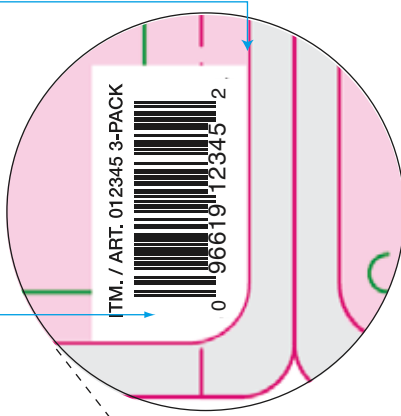
Graphics of UPC placement and size of UPC are not to scale.



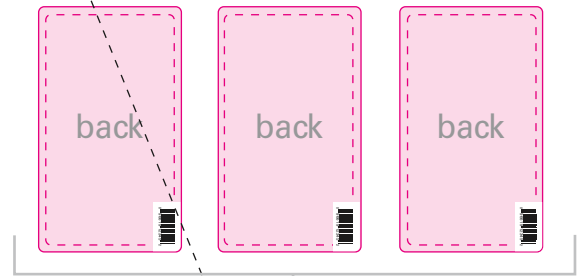


**Multipacks/break-away packaging**  
(found on deli meats, fresh meat & saddle packs)

- A single barcode should be placed on the front at the lower right corner of the right package in the multipack.
- An item number should accompany all barcodes on products sold exclusively at Costco.
- A white-ink box should be placed under the barcode to provide a quiet zone for the code to be printed.
- Labels that have space issues can use a truncated barcode to reduce the space needed. However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.
- Multipack labels on breakaway packaging should have ONE primary barcode on the far right face panel. See diagram below for the correct placement area for the barcode.

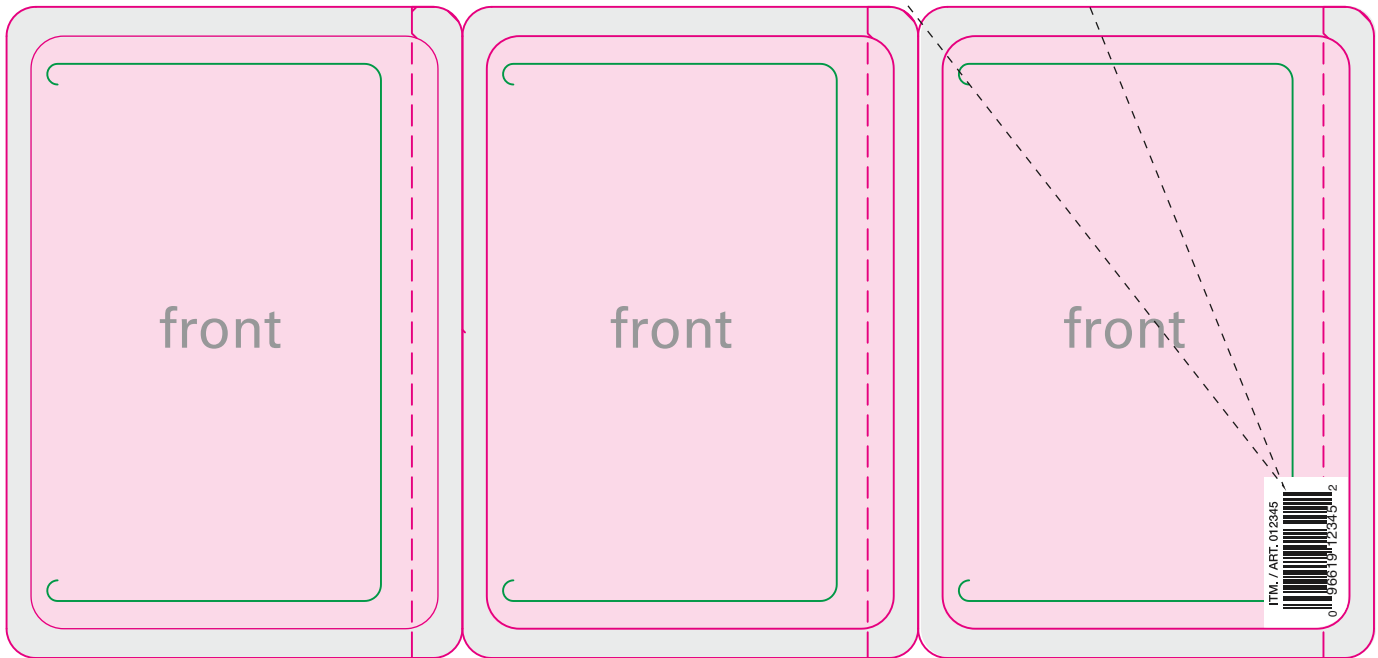


Graphics of UPC placement and size of UPC are not to scale.



**FOR COSTCO INTERNAL USE ONLY:**  
Back panel labels on breakaway packaging should have ONE *hold* barcode on each back panel. See explanation at the right side of the page.

For inner packaging or multipacks, a specific item number to *hold* all inner pack barcodes has been established for each department. This *hold* number was formerly known as a *dummy* barcode. Each department now has its own unique hold number. For multipacks such as this one, the *hold* barcode should be on the BACK of EACH of the packages, so they can be split apart for resale. An item number is not needed for a *hold* barcode.  
If all three packs are filled with the same item (i.e., turkey), the hold barcode will be the same on all three panels. If the pack is a variety (i.e., turkey, ham, chicken), then each panel will need a different hold barcode.



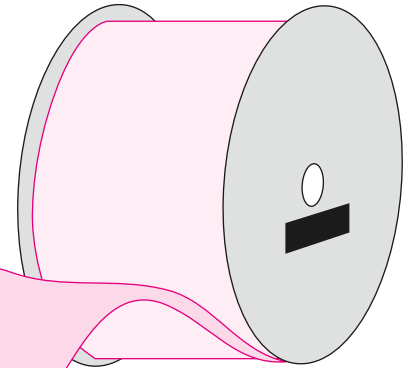
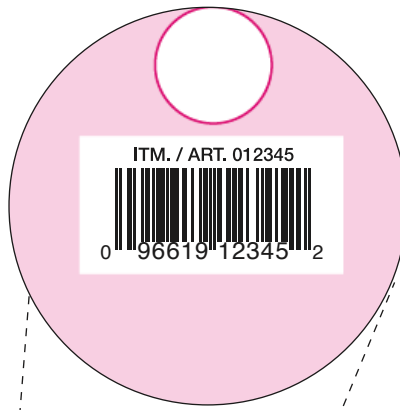
- Barcode should be placed below the center hole on the front flange.

- An item number should accompany all barcodes on products sold exclusively at Costco.

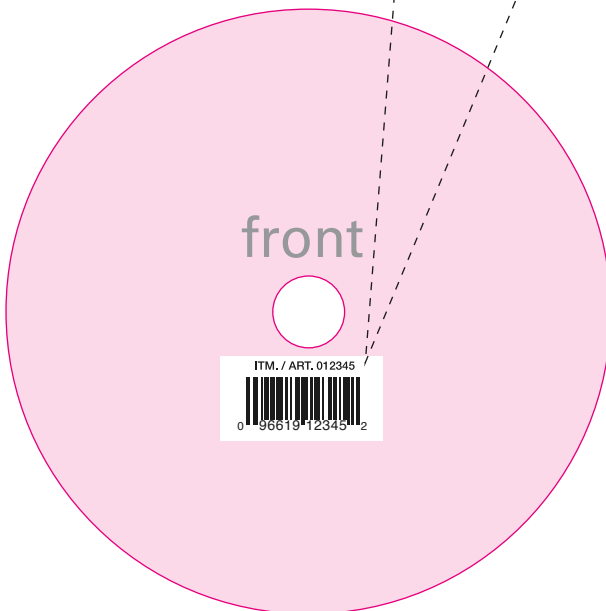
- A white box or no-ink area should be placed under the barcode to provide a quiet zone for the code to be printed.

- Ribbon flange labels that have space issues can use a truncated barcode to reduce the space needed. However, you should consult with your printer for their print specifications regarding barcode size and press direction. See page 6 for Costco's approved truncation limits.

- Ribbon flange labels should have ONE barcode—on the front of the spool. See diagram below for the correct placement area for the barcode.



Graphics of UPC placement and size of UPC are not to scale.



No-print zones



Printed area of container



White/no-ink quiet zone for UPC barcode