Universal Product Code (UPC)

- A 12-digit code used by the grocery and retail trade to identify each unique Stock Keeping Unit (SKU).
- 0 12345 98765 3
- Usually first digit is 0
- The 12345 is a vendor code that is assigned to you
- 98765 is a product code that you assign to a unique item
- The last digit (3) is a check digit that is computed

Where to get a UPC – Option #1

http://www.gs1ca.org/pages/n/subscription/index.asp

• This service is an annual subscription and provides your company with its own bar code prefix (the first 5 digits).

• Annual fee is based on number of codes and your sales.

• One code $60 (< $250K)

• Up to 10 bar codes $150 (<$500K)

• Up to 100 bar codes $500 (<$1MM)

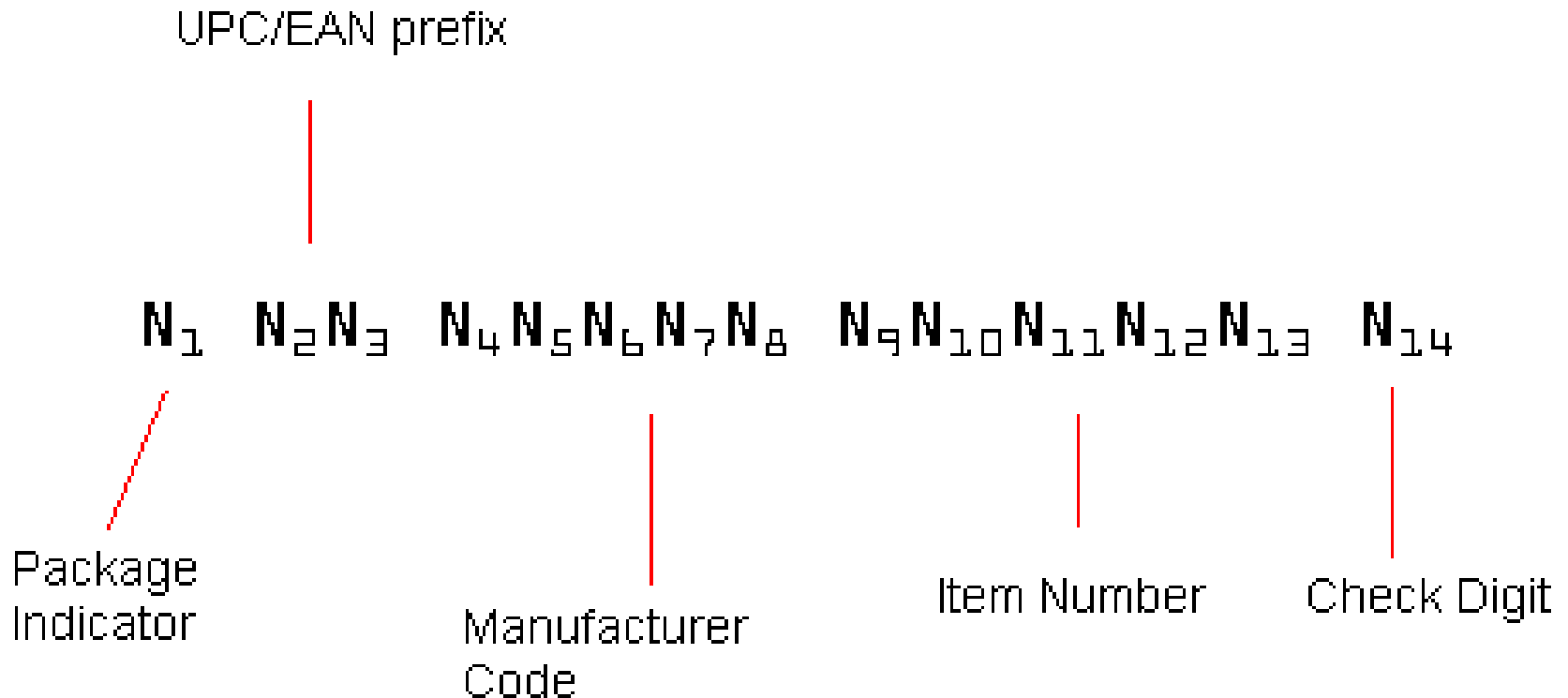# Where to get a UPC – Option #2

http://www.nationwidebarcode.com/

• This one has good reviews in a couple of sources I checked and they are much cheaper than Option #1.

• This option is careful to note that if you are planning to sell to certain retailers that you should use Option #1, otherwise you can use Option #2.

Nationwidebarcode.com Rates

- One-time purchase
- Includes bar code graphics
- 1 code - $9.00
- 5 codes - $4.00 each
- 10 codes - $2.50 each
- 25 codes - $1.25 each
- 50 codes - $0.75 each
- 100 codes - $0.44 each

A bar code for your case

- Goes by different names: UCC-14, SCC-14, GTIN-14
- Uniform Commercial Code, Shipping Container Code, Global Trade Item Number

UPC/EAN prefix

N_1 $N_2 N_3$ $N_4 N_5 N_6 N_7 N_8$ $N_9 N_{10} N_{11} N_{12} N_{13}$ N_{14}

Package Indicator

Manufacturer Code

Item Number

Check Digit

Where to get a bar code for your case

- You can generate your own case bar code numbers

- Use this tool that I created:

Flavour	Product UPC
Flavour 1	0 12345 67860 1
Flavour 2	0 12345 67870 5
Flavour 3	0 12345 67880 3
Flavour 4	0 12345 67890 7

- Enter each product/flavour name and the UPC for each

Where to get a bar code for your case

- You can generate your own case bar code numbers
- Use this tool that I created:

Flavour	Product UPC	Product UPC with no spaces	Converting to Case UPC	look up	Case UPC
Flavour 1	0 12345 67860 1	01234567860	1001234567860	7	1 00 12345 67860 7
Flavour 2	0 12345 67870 5	01234567870	1001234567870	1	1 00 12345 67870 1
Flavour 3	0 12345 67880 3	01234567880	1001234567880	0	1 00 12345 67880 0
Flavour 4	0 12345 67890 7	01234567890	1001234567890	4	1 00 12345 67890 4

- The next two boxes are automatically generated.
- Go to: http://www.gs1us.org/resources/tools/check-digit-calculator
- Enter the number in the "Converting to Case UPC" box on the web site. Then enter the number provided in the "look up" box

Where to get a bar code for your case

• The check digit you entered is automatically added to the base number for you and provided as:

Description	Product UPC	Case UPC
Flavour 1	0 12345 67860 1	1 00 12345 67860 7
Flavour 2	0 12345 67870 5	1 00 12345 67870 1
Flavour 3	0 12345 67880 3	1 00 12345 67880 0
Flavour 4	0 12345 67890 7	1 00 12345 67890 4

• If you prefer not to generate this on your own you can visit:
http://www.gtin.info/ and purchase a high quality digital bar code for $10 each