



GS1 UK bar code image UK validation service

Improve the quality of your bar codes

The accurate printing of bar codes is fundamental for effective supply chain management as the rapid and accurate scanning in of GS1 data provides the basis for all the electronic business transactions that follow.

Bar codes that do not scan properly result in wasted time and money for retailers and suppliers and can even result in products being rejected. As a result, retailers have become increasingly intolerant of products that cause bar code scanning errors with some even making it mandatory for all items to be verified before they will stock them.

The GS1 UK bar code image validation service helps you to understand the issues involved in producing bar codes and checks the likely scanning performance of your bar codes by checking against certain criteria, including:

- The GTIN (Global Trade Item Number) is encoded correctly, including the correct use of the company prefix and a valid check digit
- The light margins around the bar code symbol are large enough
- Appropriate colours are used
- The bar code is within the allowable range of sizes and proportions (note, the final size will depend upon print quality tests)
- The bar code is positioned correctly on the product

It is important to understand that full verification of bar codes can only be carried out on final product samples as bar code quality depends on the printing process and packaging material. GS1 UK recommends that a full verification service is used to check actual bar codes as they are printed on final product samples.

A number of GS1 UK Solution Providers offer full verification services and they can be found using the GS1 UK Solution Provider Finder at www.gs1uk.org/spf.

The image that you submit for testing will be checked using a bar code verifier that meets the latest international standards – ISO/IEC 15426. GS1 UK will validate the image using a process based on the ISO/IEC 15416 verification method.

The report you will receive from us will indicate the likely compliance of your bar code when it is printed onto your product packaging. If it is necessary we will suggest where you may need to make changes to meet GS1 and industry specifications and include a guide to the terms we use.

The GS1 UK bar code image validation service can currently validate the following GS1 bar codes and labels:

- EAN-13 or EAN-8 bar codes on consumer units
- EAN-13, GS1-128 or ITF-14 bar codes on traded (outer-case) units
- GS1 logistics label for pallets and other transport items

"I would like to thank GS1 UK for their excellent service. The added-value activities have benefited me tremendously, particularly the bar code image validation service which has helped me to understand how to create bar codes and has given me confidence that my trading partners will scan them successfully – first time and every time. The responsiveness and advice given by the Service Team were second to none."

Peter Murray, Alta Systems

Service availability and costs

Costs are as follows:

	New GS1 UK member	GS1 UK member	non-GS1 UK member
Each submission	First submission free £40 thereafter	£40	£80

1. A single submission to the service can include up to three bar codes or labels.
2. All new GS1 UK members can make one submission free-of-charge within the first 12 months of joining.
3. All subsequent submissions cost £40.00 (plus VAT) per submission.
4. Each submission from a GS1 UK member who has been a member for more than 12 months costs £40.00 (plus VAT).
5. Each submission for non GS1 UK members cost £80.00 (plus VAT).
6. If any or all of the submitted bar codes/labels fail the validation checks, i.e. errors are found against the set validation criteria, then all of the failed bar codes/labels may be re-submitted for validation one more time only at no extra cost. If the submitted bar codes/labels fail the second validation then to be re-validated a new submission will have to be made at a cost of £40.00 (plus VAT).

If you are unsure about your membership status then please contact us for clarification.

Service checklist

1. Bar code images or labels should be submitted either via:
 - Email: All emailed images should be attached as a PDF (Adobe Portable Document Format) file only. Other formats are not accepted. Please note that these emailed submissions are printed by GS1 UK using a Canon CLC 3220 colour copier/printer and the validation report is only based upon the quality of this print out
 - Post: Printed images can be submitted as laser prints, bromides, mock-ups and proofs. Please note the validation report is only based upon the quality of these images. If a printed image sent by post is to be returned, this must be specified on the submission form and an addressed envelope included, otherwise samples are disposed of seven days after testing
2. If you are submitting an EAN-13 or EAN-8 bar code symbol for use on consumer units then please send a copy of the complete packaging artwork with the bar code in position. This will help us to validate it correctly.
3. Please complete the attached form for all submissions.
4. GS1 UK will check the submission and send a validation report to the nominated contact within 48 hours of receipt.

For more information

For more information about the GS1 UK bar code image validation service, please contact the GS1 UK Service Team on freephone 0808 178 8799 or by email at support@gs1uk.org.