

As you know, packaging standards in the book industry have been changing rapidly the past few years in order to keep up with new technology employed by our largest customers. Retailers like Barnes & Noble and Borders and wholesalers like Ingram and Baker & Taylor are tightening up their receiving and returning requirements in order to speed up the supply chain and reduce costs.

NBN has made every effort to keep our packaging standards as simple as possible, but new requirements recently announced by these and other national accounts are forcing us to implement new packaging standards described below.

While we are grateful for the cooperation we have received from many of our clients, others have either ignored or chosen to continue doing things the way they have always done them. Unfortunately, this approach will no longer work since our customers are beginning to rebill NBN when their standards are not followed. In order to prevent NBN from having to rebill its clients, we ask that you review the following changes carefully. Please note that new printings of previously published books must be adjusted so that the cover and back cover reflect the changes described below. Compliance is the only way to avoid costly penalties, which NBN has no control over.

If you would like to see the entire document, please to go the Book Industry Study Group website <http://www.bisg.org/documents/barcoding.html>

Below are highlighted points covered in the requirements.

(1) Bar Code: Only the EAN 13 bar code will be permitted on the back cover. The UPC bar code is not to be printed on the back cover/cover 4.

(2) EAN 13 Bar Code: The EAN 13 bar code must appear on the back of the book and include the isbn printed out in a consumer readable format above the bar code.

(3) EAN 13 Bar Code Price Extension & Price: You must now include the price in the EAN bar code price extension. Many publishers have not been including a price in the bar code extension. This is now a requirement of our major customers.

(4) Consumer Readable Price: There must be two US prices on the book. The first is in the bar code as mentioned above. The second is a price that is printed somewhere on the back of the book in consumer readable format in 9 point or larger font. If there is just one currency shown on the book, it could read, for example, \$12.99. If there is more than one currency it should read US \$12.99.

(5) Bar Code Size: The size for EAN 13 bar codes can be no smaller than 7/16" x 1 3/4" wide. This is a new requirement by our accounts, including Barnes & Noble. Some publishers have been told by international designers/printers that

the bar codes can be smaller. They must meet this minimum size or NBN will be charged for stickering to the compliant size and NBN will rebill you.

(6) Placement: The EAN bar code must be located on the bottom right corner of the back cover. This is a new requirement.

(7) Canadian Pricing: Due to recent Canadian currency fluctuations, Les Petriw, our International Sales Manager, has requested that publishers not include a Canadian price on their 2008 new publications or backlist reprints. If you have questions about Canadian pricing, please contact Les directly at lpetriw@nbnbooks.com or 416-534-1660.

(8) Carton Weight: The carton weight standard is now 200 to 275 pound test single wall cartons. NBN strongly recommends that publishers use 275 pound test weight to help avoid damages when full cartons are shipped to accounts. This change to 275-pound test weight cartons has already been put in place for cartons packed by NBN.

Enforcement of these standards will begin January 1, 2008.

The attached NBN inbound receiving document has been updated with these changes for your use. Please make sure that these requirements are communicated to your printers and to all staff involved in the design or manufacture of your books. Please review it carefully. Should you have questions after referring to the websites listed, please contact your Publisher Services liaison. The staff includes:

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Please feel free to contact me if you have any questions.

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