

Press Release

New Bar Code Placement for Strippable Covers

/BISAC approves more explicit instructions for bar code placement on Cover 2/

*New York**, New York** (November 28, 2006)* – BISAC, the Book Industry Study Group's main standards setting forum, has released revised specifications for the placement of the bar code on Cover 2 (the inside front cover) of strippable mass market paperbacks that will improve the read rates of automated sortation equipment.

Automated sorters used by wholesalers, distributors and retailers depend on the Cover 2 bar code to count stripped covers for returns and group them by vendor. Accurate reading is an important efficiency issue in this process, and it is widely understood that some companies deal with bar codes that do not read properly by imposing penalties, depending on their operating policies.

When BISAC's Machine Readable Coding Committee was informed that a number of companies were experiencing non-read rates higher than predicted by the equipment manufacturer, the committee prepared revised specifications for placement in relation to the edges of Cover 2 and any inside printed matter. The revised specifications stress that all the dimensions shown below are important, and that the clearance from the front edge is especially critical.

Before releasing its revised specifications, the committee solicited comments from the full BISAC membership. No organization indicated that the recommended placement would create problems in their processing, and several provided constructive comments that were incorporated in the final proposal.

For more information, visit <http://www.bisg.org/documents/barcoding.html> or contact the Book Industry Study Group at info@bisg.org

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About Book Industry Study Group, Inc.

*The Book Industry Study Group, Inc. (BISG) *is the U.S. publishing industry's leading trade association for policy, standards and research. The mission of BISG is to create a more informed, empowered, and efficient book industry supply chain. Membership consists of publishers, manufacturers, suppliers, wholesalers, retailers, librarians, and others engaged in the business of print and electronic media. For 30 years, BISG has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the book community.

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