

# Guidelines for Shipping Container Labeling

## Product Label & Carton Markings

The acceptable methods for carton marking are by labeling, offset printing or ink jet printing.

Zone 1 - This zone, the first block of information to appear, contains Human Readable non-bar-coded information specific to the product. Typically, and to eliminate repeated information, this field would include information which is not otherwise bar-coded on the carton such as the Title, Author, On-sale date and publisher. In cases where bar-coded information is not being directly printed to the carton but is being labeled separately, text for bar-coded information may also appear in this zone.

Zone 2 - The second zone, the middle block of information, is reserved for publisher specific information, which may or may not be bar-coded at the discretion of the publisher such as the Publisher Purchase Order and Printing Number. When placing a bar-coded purchase order number in this area it should be clearly identified as the publisher's purchase order so as not be confused with the customer's purchase order located on the shipping label.

Zone 3 - The last zone or the bottom section of information is reserved for bar-coded product information which is equally useful to both the publisher and the receiver. Information included in this section would be ISBN, Carton Quantity, Carton Weight and Cover Price. In cases where printing to the carton would not create acceptable bar-codes, this information should be labeled at the bottom of the carton, careful to not obstruct other information and maintaining a minimum distance from the bottom or edge of the carton of at least 1 ¼”.

## Label/Carton Marking Placement

Carton Labels or Carton Markings should appear on at least two sides of the carton, one of which must be the long side of the carton.

All labels should be placed at least 1 ¼” from the carton edges or labels should be placed so that bar-coded information contained on the label appears at least 1 ¼” from any carton edge.

Bar-coded information printed directly to the carton should appear at least 1 ¼” from the carton edges.

When using wrap around labels, the labels should be placed at least 1 ¼” from the top or bottom of the carton and the bar-codes should be printed so when the label is placed they are no closer than 1 ¼” from the edge of the carton.

**TITLE: LATEST BESTSELLING TITLE, THE**  
AUTHOR: WRITER, GREAT                      ON SALE: 11/11/2003  
PUBLISHER: HAPPY PUBLISHER, INC                      PRINTED IN USA

---

PPON: 123456



(251) 123456

PRINTING #: 11-03



(10) 11-03

CTN QTY: 24



(30) 24

COVER PRICE: \$50.00 USD



(90120) 50.00 USD

ISBN: 1-234-56789-0



(011) 9781234567890

CTN WGT: 10.0 lbs.



(3401) 000100

**TITLE: LATEST BESTSELLING TITLE, THE**  
AUTHOR: WRITER, GREAT                      ON SALE: 11/11/2003  
PUBLISHER: HAPPY PUBLISHER, INC                      PRINTED IN USA

---

PPON: 123456



(251) 123456

PRINTING #: 11-03



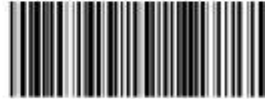
(10) 11-03

CTN QTY: 24



(30) 24

COVER PRICE: \$50.00 USD



(90120) 50.00 USD

ISBN: 1-234-56789-0

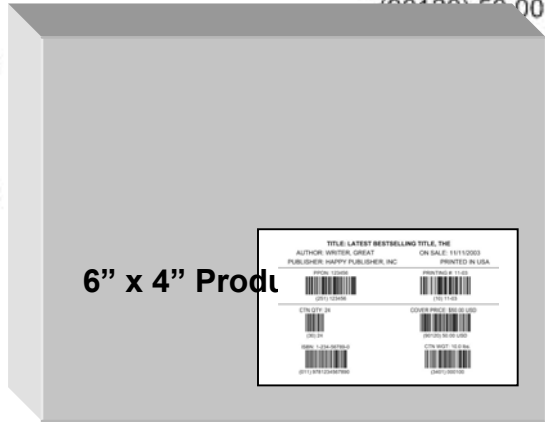


(011) 9781234567890

CTN WGT: 10.0 lbs.



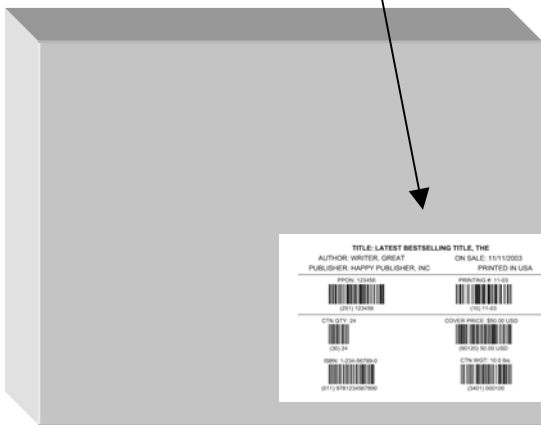
(3401) 000100



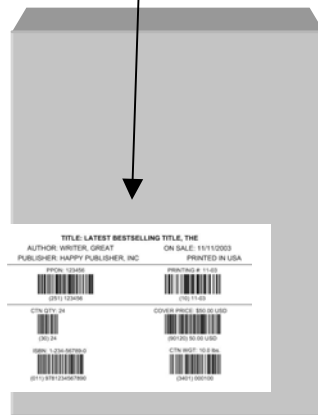
6" x 4" Product

Figure

## Figure B - 2 12" x 4" Wrap Around Product Label



Long Side View





End View


**Figure B - 3**  
**Off Set Printing of Title Information**


*The Latest Bestselling Title*  
*by Great Writer*

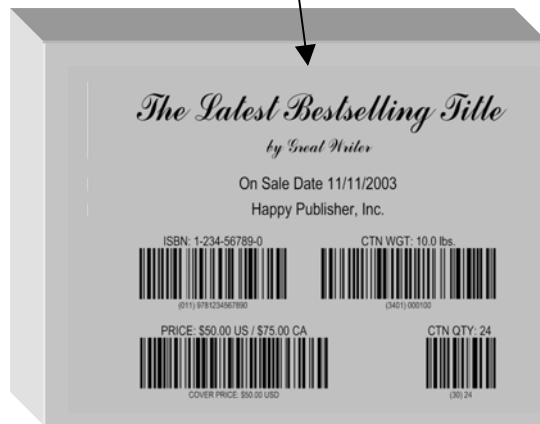
On Sale Date 11/11/2003  
Happy Publisher, Inc.

ISBN: 1-234-56789-0  
  
(011) 9781234567890

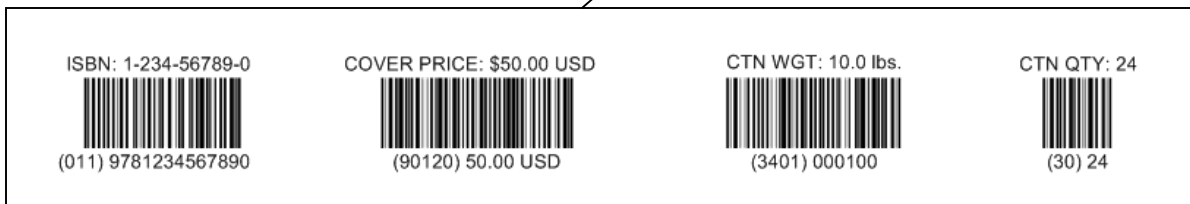
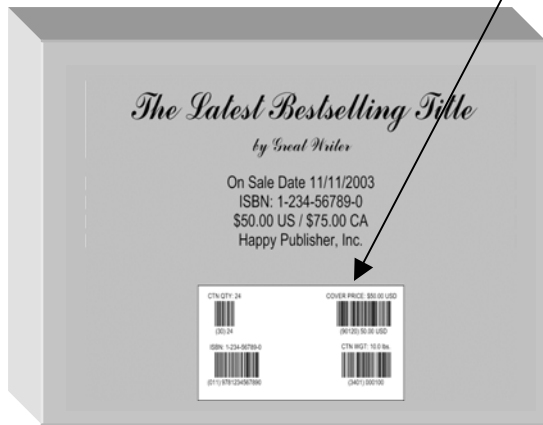
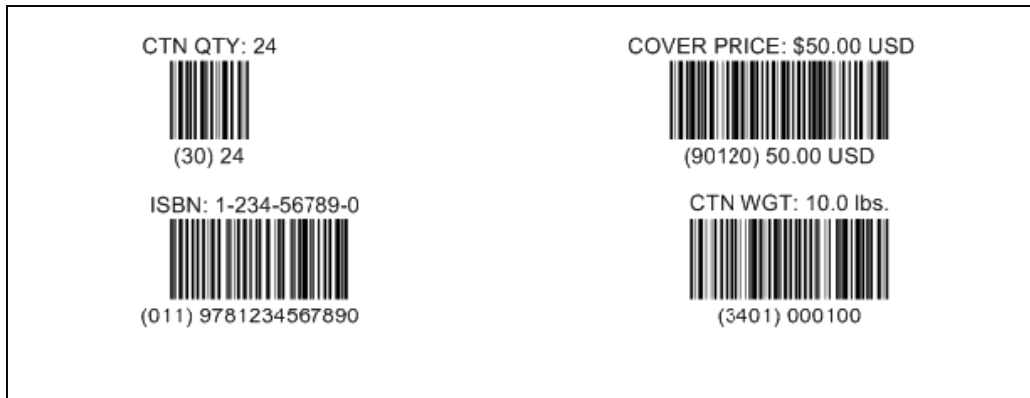
CTN WGT: 10.0 lbs.  
  
(3401) 000100

PRICE: \$50.00 US / \$75.00 CA  
  
COVER PRICE: \$50.00 USD

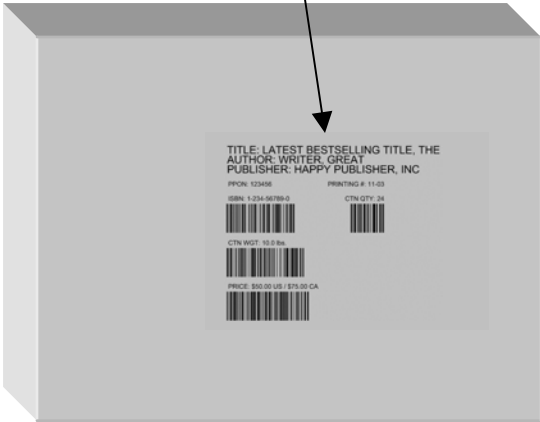
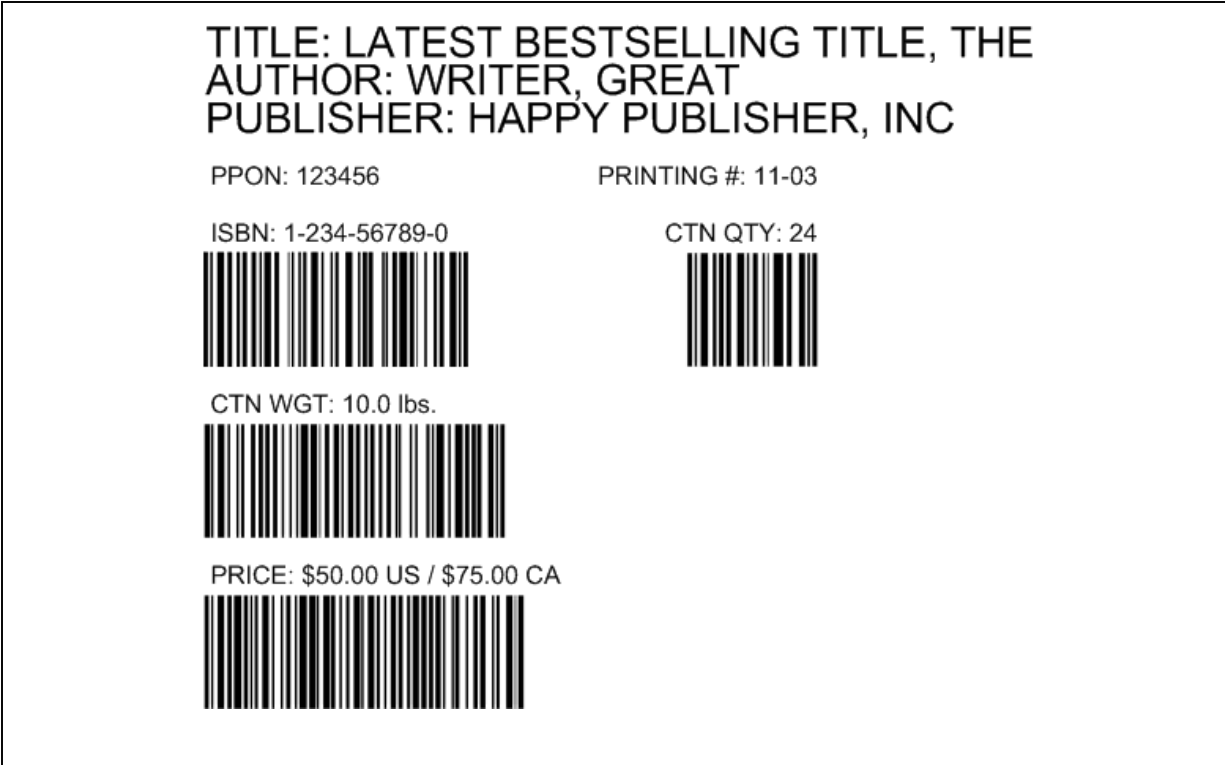
CTN QTY: 24  
  
(30) 24



**Figure B - 4**  
**Off Set Printing with Labeled Bar-code Information**



**Figure B - 5  
Inkjet Spray-on Labeling**



**TABLE C - 2**

<b>Product Label &amp; Marking Zone Information</b>	
<b>Zone 1</b> Product Information Human Readable	<ul style="list-style-type: none"><li>• Title</li><li>• Author</li><li>• Publisher</li><li>• On-Sale Date</li><li>• Country of Origin</li></ul>
<b>Zone 2</b> Publisher Information Human Readable And/or Bar-coded	<ul style="list-style-type: none"><li>• Publisher Purchase Order</li><li>• Printing Number</li><li>• Job Number</li></ul>
<b>Zone 3</b> Product Information Bar-Coded	<ul style="list-style-type: none"><li>• ISBN</li><li>• Carton Quantity</li><li>• Cover Price</li><li>• Carton Weight</li></ul>

