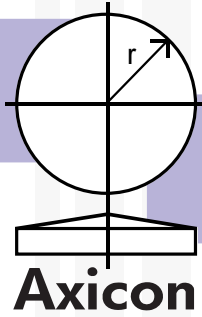


# Bar Code



# Information

from Symbol Services

**Axicon**

## ITF Bar Code Symbols for Outer Cases

### *The System*

Interleaved Two of Five (ITF) case codes are the large barcode symbols that are used on outer cases or cartons. They have been designed for printing onto poorer surfaces. The products inside the case have a 13 digit EAN barcode on them and then the case has the larger 14 digit ITF barcode with a different product number.

### *How to Obtain a Number*

You will already have a manufacturers number from the 'e' centre and for case codes this number is usually prefixed with a 0, the product code is then added to give 13 digits and the final digit is a check digit as for the EAN.

To enable the retailer to distinguish between them it is most important that the product code allocated by the manufacturer for the case code is different to the product code for the EAN contained within the case.

Outer Cases for some stationery industries use a 200% EAN code and not an ITF code.

### *Ordering a Film Master*

Once you have the ITF number you are ready to order a barcode film master. This is a piece of artwork which your printer will strip into the rest of the artwork for your label or packaging. If your printer or design studio is using a computerised page layout system we can supply

the barcode image on disk for incorporation into the on-screen artwork (please call for further details).

There are some details that we need to know for your film master. They are as follows:

#### **Magnification**

The nominal size for an ITF case code barcode symbol (known as the 100% magnification) is shown on the sample overleaf. Wherever possible it is best to use this magnification (the smallest size allowed is 62.5% also shown overleaf).

Once produced the symbols cannot be either photographically reduced or enlarged and so it is important to let us know the magnification that you require when ordering.

#### **Bar Width Reduction**

Ink spread during the printing process will mean that the width of the bars of the printed symbol will be larger than on the original film master. To compensate for the ink spread a reduction in the width of the bars is incorporated when we produce the film master. This reduction varies for different printing methods and surfaces so please let us know which method you will be using.

#### **Film Specification**

We can produce films as either positive or negative and with the film emulsion side up or down. Your printer should be able to supply you with these details or we would be happy to contact them on your behalf.

**Continued >**

## Truncation

The height of the bars should not be truncated unless there is a space problem. Some retailers including Tesco Plc specify a minimum bar height so it is best to check their requirements.

## Style of barcode

Case codes that are being printed directly onto corrugated cardboard are normally produced with a "bearer bar" this is the thick black line shown on Figure 1. This enables the printer to bear down on the barcode and get a good quality print. The H gauges show whether the code has been correctly printed. For a code being printed onto a label the bearer bar is not required and

so, as can be seen on Figure 2, chevrons are placed on either side to indicate the necessary margins that must be left to ensure good scanning. Some retailers specify particular number groupings and we can produce case codes to suit all these requirements.

*Please telephone us on the numbers below to discuss any queries or observations you may have. Our experience of more than ten years in barcoding will simplify what may seem a complicated system. Once your needs have been established ordering from us will become an easy and pleasant routine.*

## Samples

Figure 1. 100% magnification with bearer bar and H gauges.

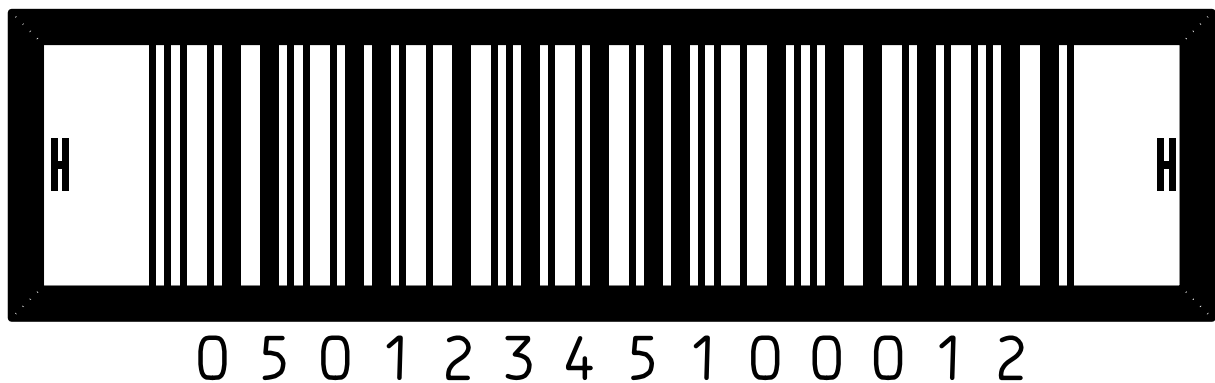


Figure 2.  
62.5% magnification  
with light margin  
indicators.



**A member of the Axicon Group - the Barcode Innovators**



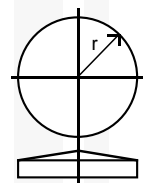
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