GS1 New Zealand

Bar Code Verification Report - Accept or Reject Flowchart

Start here!

Is there an 18-digit EAN/GS1 Accreditation number quoted on the UBF? (If so, the bar code should be good!)

No

Is there a Bar Code Verification Report or Report number attached?

No

STOP

Product must be verified by GS1 New Zealand - direct supplier accordingly.

Yes

Has the supplier only quoted the Bar Code Verification Report number, or have they sent the Verification Report with the UBF?

See Note 1

Report numbers only

If the bar code passed the Verification test, the supplier does not need to send the report to the retailer (NZ only)

See Note 2

Report with UBF

Is there a ✔ at the top of the front page of the report?

Yes

No

Look at the 'Testing Summary' – is there a ✔ in the required 'scanning environments'?

See Note 3

Yes

No

Look further down the 'testing summary' - what is the scan rate?

See Note 4

Less than 100%

100%

On page 2 of the report, do any of these 5 parameters have a ✖ rather than a ✔?

- *Quiet Zone*
- *Validity of GTIN*
- *GTIN Check Digit*
- *Overall ISO Grade*
- *General Representation*

Yes

No

Again looking at page 2 of the report, are the "Assessed" values for magnification or bar height close* to the "Required" values?

See Note 5

No

Yes

Accept

The bar code is suitable for use

Accept with Conditions

It is expected that the bar code will scan most of the time. The supplier should be advised to fix the bar code at the next print run.

See Note 6

Reject

It can be expected that this bar code may not scan. Resolution: Request that the supplier correct the bar code. The supplier could be asked to over label existing stocks with a good bar code.

Note 1
Where a bar code passes the Verification test, the supplier should fill in the report numbers in the Bar Code Verification Section. Where a bar code fails the Verification test, the report should be attached to the UBF.

Note 2: Reporting Practices
The practice of 'only quoting the report number' and not attaching the passed reports to the UBF, relies on the trust that a pass report has been obtained. There is obviously a possibility that a supplier may abuse this system. Good practice suggests that retailers should periodically request a Verification report from a supplier.

Note 3: Scanning Environments
Omni-directional (retail point of sale):
Where the bar code is scanned at the point of sale.
Automated scanning (general distribution):
Where the bar code is scanned using a fixed-position scanner in warehouses and/or distribution centres.
Hand scanning (general purpose):
Where the bar code is scanned using a hand-held scanner. This can be in either a retail or warehouse/distribution centre situation.

Note 4: Scan Rate
The scan rate is calculated by scanning the bar code 10 times on a bench-top (omni-directional) scanner and/or a hand-held scanner. If the bar code scans every time it receives a 100% scan rate. If it fails to scan at all it receives 0%.

Note 5: "Suggested" Guideline
Height:
If the assessed height is less than 50% of the required height – REJECT the bar code.
Magnification:
Where the assessed value is less than the required by more than 5%

Note 6: Regarding Imported Products
Where a supplier is unable to convince their overseas suppliers to make changes to correct the bar code, a retailer may choose to accept the bar code without requiring the bar code to be corrected.

Important Note: This document is intended as a guide to a retailer, and the retailer reserves the right to accept the product irrespective of the quality of the bar code. For any queries, please contact GS1 New Zealand Verification Service, (04)494-1050 or verify@gs1nz.org

GS1 New Zealand

About the Verification process

Bar Code Quality

A key challenge for suppliers is to provide their trading partners with quality bar codes that scan first time, every time. GS1 New Zealand's bar-code verification service helps suppliers achieve and maintain bar codes that consistently conform to GS1 guidelines and specifications.

The major retailers in New Zealand and Australia now have a mandatory requirement for bar codes to be verified before they will accept suppliers' products. Verification reports issued by GS1 New Zealand are accepted fully in both Australia and New Zealand, as are bar codes produced by New Zealand firms who are accredited by GS1 New Zealand.

What is Verification?

GS1 verification is an objective testing of bar codes done with a verifier. The test uses the ISO/IEC international standard for quality, along with additional observations on the physical aspects and measurements of the bar code in relation to GS1 specifications. This process ensures that bar codes can be scanned by all scanners in different scanning environments and conditions.

Verification is required on all levels of packaging including retail units, packaging inners or display cartons, shippers, and pallet card/labels if used on the pallet.

A written report is issued detailing the results obtained from the verification testing. This report will highlight any inadequacies in the bar code and potential problem areas.

Verification v Scanning

Scanning is simply the process of 'reading' a bar code with a scanner. It proves nothing about the quality of the bar code, only that it works when scanned with that particular scanner. Verification involves scanning the bar code with special equipment called a verifier to obtain a detailed analysis of the reflective properties of the bar code, so that an objective measurement of its quality, and therefore its scanning reliability can be obtained.

Interim / Artwork Verification Reports

A full verification must be done on the finished product. However, an 'Interim' verification report (previously known as an 'Artwork' report) provides some assurance before packaging or labels are finalised and printed. This provisional report assesses the magnification, height, light margins, check digit, representation, and if possible, the location of the bar code. Obtaining knowledge about a product's bar code prior to the final printing provides the opportunity to reduce the occurrence of errors in the final printing and save manufacturers, packaging suppliers, printers, and designers time and money.

Can I do a Verification myself?

Accredited manufacturers are licensed to issue GS1 verification reports for their own products, and therefore can save the costs of having to send their products to be verified by GS1 New Zealand. Accredited industry suppliers (i.e. printers/designers), although not licensed to issue an official GS1 verification report, can minimise the risks and costs associated with producing bar codes of a poor quality.

How does a supplier obtain a verification report?

Suppliers fill out a verification request form on www.gs1nz.org and submit this with their products. A fee is payable for each Verification Report (members of GS1 New Zealand get a substantial discounton the fee). Members of GS1 New Zealand are also entitled to get their first 10 Bar Code Verification Reports for free, each year. The supplier will need to send a sample of the product, as it will appear on the shelf, to GS1 New Zealand in Wellington so that the bar code can be tested.