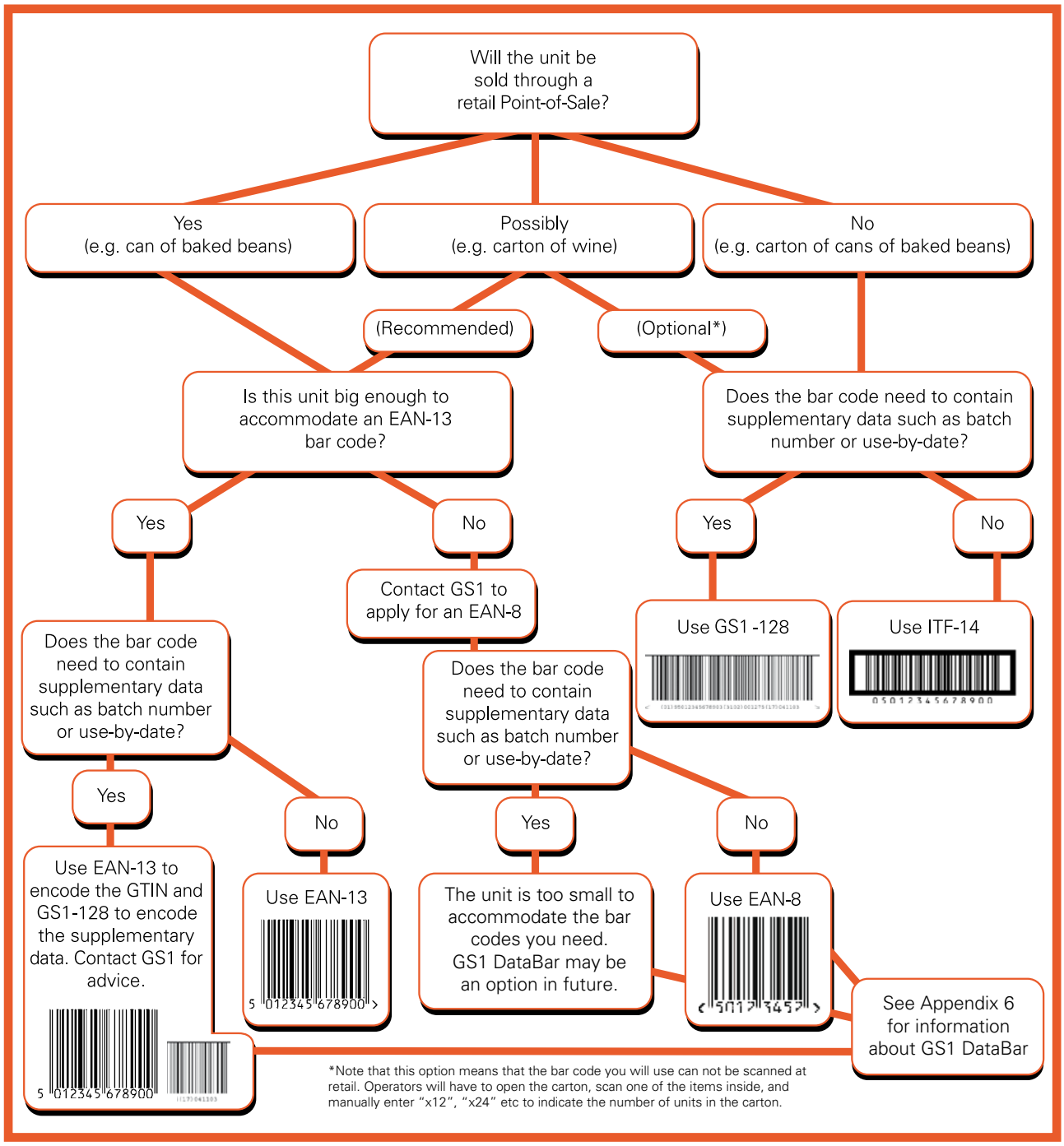
8. Choosing the correct bar code



All Canadian and US retailers should now be able to scan EAN-8 and EAN-13 symbols but if exporting check with your agent. Note that Americans generally refer to all retail bar codes as 'UPC' but may mean 'EAN/UPC', which includes EAN-8 and EAN-13.