

## Exporting Wine to the US or Canada What you need to know!

### What bar codes should I use?

The numbers and bar codes you should use are those from the GS1 System. The first thing you need to do is become a member of GS1. If you are already a GS1 NZ member then login to MyGS1, where you can locate the number range allocated to your organisation.

### I have bottles I need to bar code.

Most US retailers and all Canadian retailers can scan the same bar code you would put on your bottles for New Zealand or any other country. These are called EAN-13 and contain a thirteen-digit number. A small number of American retailers may still only be able to scan the original American bar code called UPC-A, which contains a twelve-digit number.

You need to clarify with your US customer/agent whether the international barcode (the EAN-13) is acceptable. Please be aware that most Americans call all retail bar codes 'UPC' and may not be aware of the difference. Be sure they understand and check whether their systems can scan an international barcode, as noted in the paragraph above.

If your US customer/agent does advise you need a UPC contact GS1 NZ (0800 10 23 56) who will be able to supply you with UPC numbers (please note there is a cost).



EAN-13 bar code (13 Digits)



UPC-A bar code (12 Digits)

### I have cartons I need to bar code.

You will need to use an ITF-14 bar code on your cartons, which is also known as 'SCC' (Shipping Container Codes) in North America. These barcodes are easily identifiable as they normally have large black bars top and bottom (see picture below). The ITF-14 or SCC bar code is acceptable all over the world including the US and Canada.

To make an ITF-14 bar code either take a new EAN-13 bar code number from your range and put one '0' in the front or for UPC-A bar codes, take a new UPC-A bar code from your UPC range and put two '0's in front of that number.

GS1 NZ encourages you to use ProductVault™, a useful tool located in your MyGS1 portal, which guides you through the allocation of product identifiers (bar codes or GTINs) to your products and product hierarchies (inners, cases and pallets.)



ITF-14 bar code (14 Digits)

### I have pallets I need to bar code.

Generally North American distributors will apply any necessary number/bar code combinations on receipt of the products. Unless your agents or customers advise you otherwise, whatever method your freight forwarder uses will be satisfactory for export.

The GS1 System has standards for pallet bar coding. Please contact GS1 NZ for advice on the Serial Shipping Container Code (SSCC) standard, (not to be confused with 'SCCs' mentioned above.)



## Additional Notes:

### Canadian Requirements

Exports to Canada must comply with guidelines issued by the Liquor Control Board of Ontario (LCBO). These will be provided by your agents or may be obtained from LCBO. The guidelines specify various requirements applying to chemical analysis and to packaging. The bar coding specifications they contain are essentially the same as those in New Zealand with the exception of bar codes on cartons containing inverted corked bottles. (See p3 of the LCBO Guidelines at <http://www.lcbo.com/aboutlcbo/businessinformation.shtml>.)

### GS1-128 Bar Codes

GS1-128 bar codes, which are often referred to by their older names of EAN-128 or UCC-128, need only be used if you want to put traceability data such as batch/lot numbers, production dates, serial numbers etc. in a bar code on your case.

GS1-128 barcodes are readily identifiable as they have a line of data under the barcode broken up by brackets. In the example below the basic product identifier is comprised of the 14 digits after the (01), the "Purchased From" identifier is the number after the (412) and the Lot number is the number after the (10).

If you do choose to take advantage of the traceability benefits that you can achieve by putting that extra information in the bar code refer to the GS1 Wine Traceability Guidelines.



**GS1-128 bar code**