

upc print specification



LITTON ARS
Advanced Retail Systems



This submission of a symbol specification to the UPC Industry Committee for the evaluation of the cost of source marking the Litton and Zellweger symbol does not constitute a product announcement by either firm. Both firms reserve the right to change this specification at a later date.

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1.0 INTRODUCTION

The symbol described in this specification provides a graphic representation of the grocery industry Universal Product Code that can be read by both "hand held" and "fixed slot" optical scanners. It is designed to be incorporated directly within the graphics or product packages, wrappers, and labels without requiring special printing considerations, thereby eliminating the need for separate symbol labels. The key features of the symbol are:

* Variable Symbol Size

The symbol can be reproduced in four different sizes as shown in Figure 1. The dimensional tolerances of the symbol vary as a function of its size, so a symbol size can be selected that provides tolerances which are compatible with the particular printing process being used.

* Variable Symbol Form

The full symbol form as shown in Figure 1 should be used on all packages that will accept it. However, on those packages too small to accept the smallest full symbol, a truncated form of the symbol as shown in Figure 2 can be used.

* Label Location

For general applications the preferred location is the bottom or natural resting surface of the package. On containers such as cans, glass and plastic bottles and jars that normally do not have printing or labels on their bottom or natural resting surfaces, the symbol can be located on the wrap-around or side label. The preferred location for this type container is at the lower edge of the label on the back of the container.

