

# THE VOLLRATH COMPANY, L.L.C.

## VOLLRATH SYSTEM WORK INSTRUCTION

		<b>VSWI NUMBER</b> VSWI 742.4
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<b>SUBJECT</b>  Graphics & Product/Bar Code Requirements for Purchased Products		<b>DATE ISSUED</b>  06/16/10
		<b>SUPERSEDES</b>  04/30/10
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### 1.0 PURPOSE

The purpose of this document is to provide general guidelines and information for labeling purchased product for The Vollrath Company.

### 2.0 SCOPE

This procedure applies to a packaging used by The Vollrath Company for shipping product. Exceptions to this procedure will be documented in the Purchase Order Procedure. All exceptions to this procedure must be approved by Vollrath Purchasing.

### 3.0 GRAPHIC REQUIREMENTS

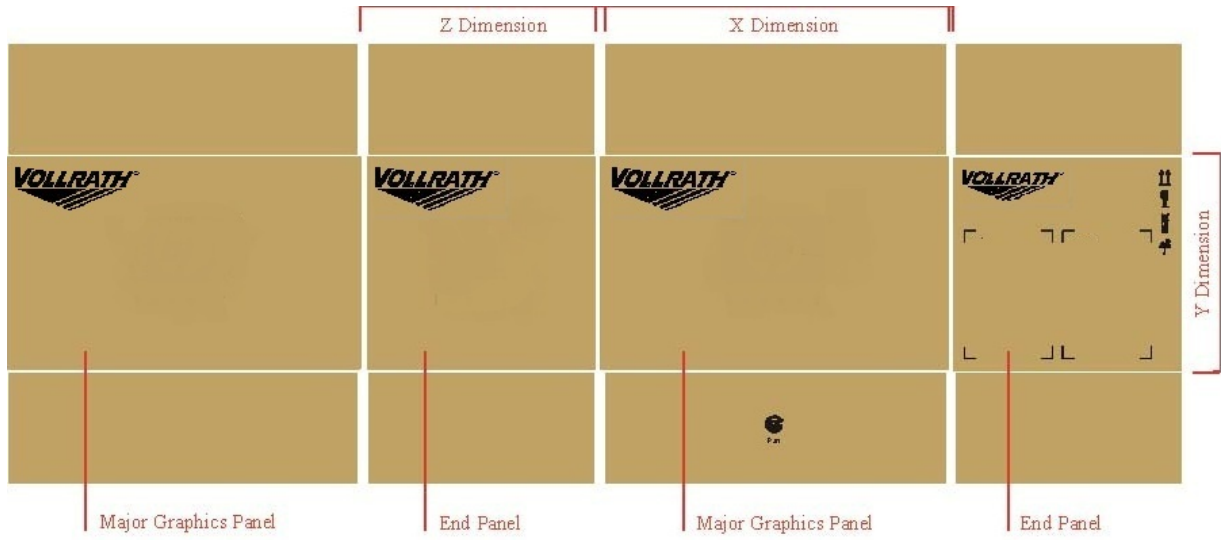
All Vollrath corrugated and full wood crate container designs use only the Vollrath company logotype. The system should not be used for containers that include printed product identification, nor be used on containers with a major graphics panel x dimension of less than 127mm (5 in). It may be used only for containers that will receive low consumer visibility, i.e. used for shipment of products, and that will not be displayed in a retail environment.

#### 3.1 Panel Identification:

The graphics panels of a shipping container are those panels that should receive graphic emphasis based on the shape of the container and how the container will be displayed and shipped. The major graphics panels will usually be the largest panels of the container. For some container styles, there is only one major graphics panel.

The end panels are those panels that are adjacent to the major graphics panel(s) when the container is assembled. The Figure 1 below shows the major graphics panels, end panels, and top and bottom panels.

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**Figure 1 Panel Identification**

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### 3.2 Dimension Identification

In order to avoid confusion among various systems of identifying container dimensions (for example, length, width, and depth), a special system of dimension identification has been developed for this manual and is shown in Figure 2 and Figure 3.

The x dimension is the dimension along the base of the base of the graphics panel. The y dimension is the graphics panel dimension that is at a right angle to the x dimension. The z dimension is used in describing the remaining dimension of the container. Length and width dimensions are indicated on all final artworks.

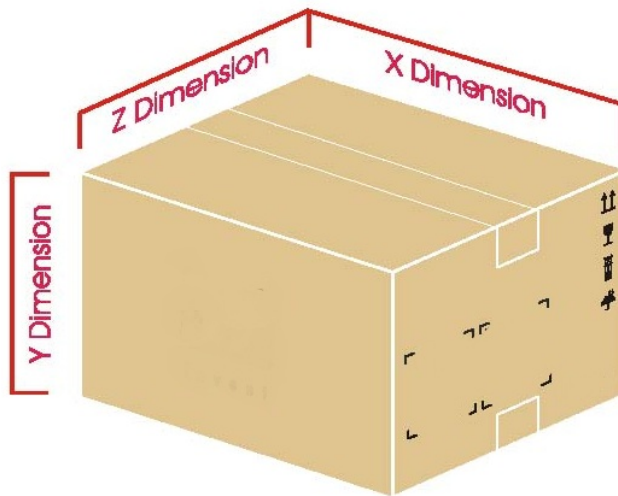


Figure 2

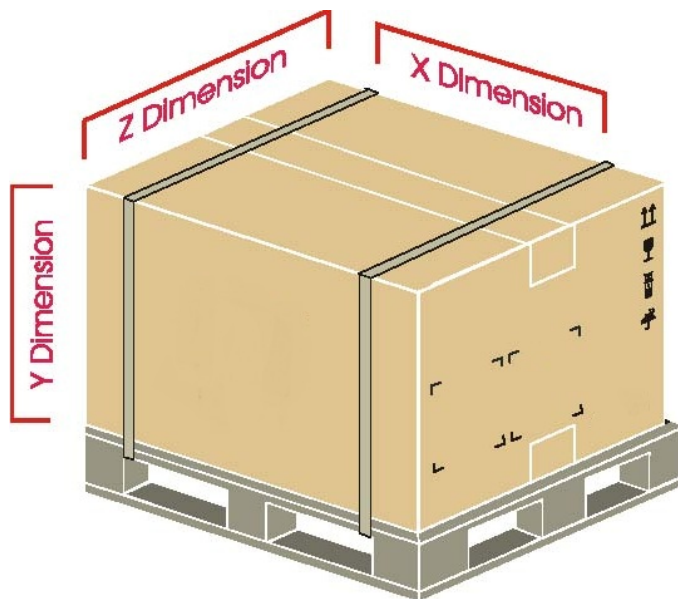


Figure 3

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**3.3 Step 1 Sizing the Vollrath Logo**

Any part of the box or container that will carry the Vollrath logo should be identified as a graphic panel. Locate the graphics panel X dimension, then the Y dimension. Refer to Table 1 to determine which signature percentage (%) to use. If the X or Y dimension falls between two of the numbers listed on the chart, always default to the lower number. If the x or y dimension is greater than the largest number shown on the chart, default to the largest number shown

**Table 1**

Vollrath Logo Size (based on Area requiring Vollrath Logo)

Use to determine Logo Length

Vollrath Color: Black

Location: Upper Right Corner 1" (25 mm) off scores

Width		Vollrath Graphics Panel - Length (X dimension)																
		125	150	180	200	230	280	330	380	430	480	535	585	635	685	735	785	840
mm	in	5	6	7	8	9	11	13	15	17	19	21	23	25	27	29	31	33
125	5	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
150	6	40	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65
180	7	40	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65
200	8	40	65	65	90	90	90	90	90	90	90	90	90	90	90	90	90	90
230	9	40	65	65	90	90	90	90	90	90	90	90	90	90	90	90	90	90
280	11	40	65	65	90	90	115	115	115	115	115	115	115	115	115	115	115	115
330	13	40	65	65	90	90	115	140	140	140	140	140	140	140	140	140	140	140
380	15	40	65	65	90	90	115	140	165	165	165	165	165	165	165	165	165	165
430	17	40	65	65	90	90	115	140	165	190	190	190	190	190	190	190	190	190
480	19	40	65	65	90	90	115	140	165	190	215	215	215	215	215	215	215	215
535	21	40	65	65	90	90	115	140	165	190	215	240	240	240	240	240	240	240
585	23	40	65	65	90	90	115	140	165	190	215	240	265	265	265	265	265	265
635	15	40	65	65	90	90	115	140	165	190	215	240	265	290	290	290	290	290
685	27	40	65	65	90	90	115	140	165	190	215	240	265	290	315	315	315	315
735	29	40	65	65	90	90	115	140	165	190	215	240	265	290	315	340	340	340
785	31	40	65	65	90	90	115	140	165	190	215	240	265	290	315	340	365	365
840	33	40	65	65	90	90	115	140	165	190	215	240	265	290	315	340	365	390

*If the X and Y dimension are less than the lowest number shown on the chart, no logo is required on that panel.*

**3.4 Step 2 – Positioning the Vollrath Logo:**

Position the logo 1" off the X & Y body scores (or edges for crates) in the upper right hand corner of each graphic panel.

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### 3.5 Common Elements

There three common elements of the shipping container beside logo - which are printed on the container. They are:

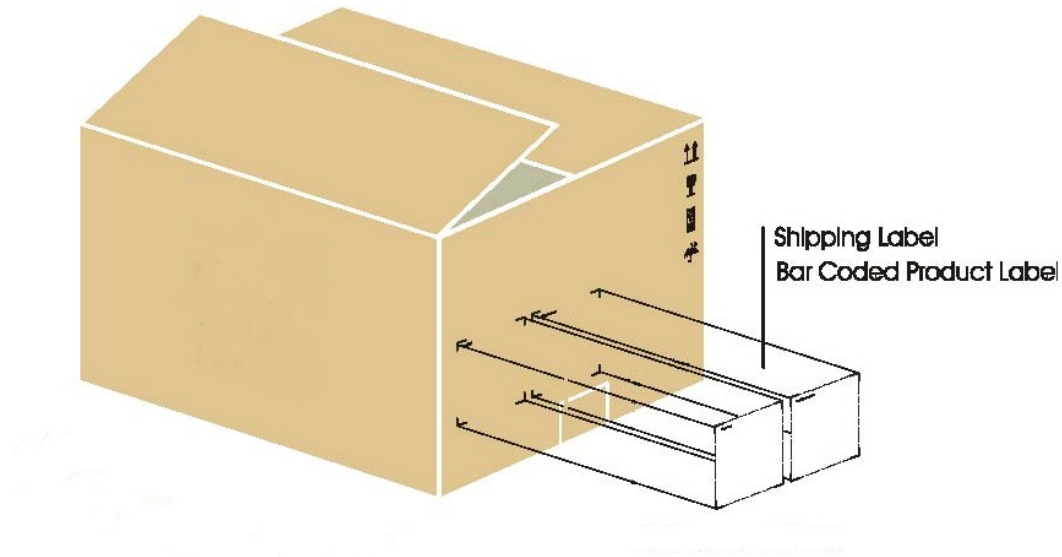
- The Container manufactures information block
- The corrugated, paperboard and paper or heat treated wood/treated wood ISO marking/logo
- ISO pictorial handling symbols/markings block

**The four common elements that can be affixed to the container are:**

- A packing list envelope
- A shipping label
- A packing list
- A product info/UPC bar code label

All common elements printed on containers should be printed in Process Black.

This section includes examples and standards for corrugated containers. The recommended placement for each element is included, although specific requirements may demand alternative placement (i.e. if corner boards are utilized, the handling symbols may need to be repositioned to accommodate their width). Placement of these common elements on major graphics panels should be avoided.



**Figure 4 Shipping Label/Product/UPC Label Location**

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**3.5.1 Container Manufacturer Information Block**

The container manufacturer information block incorporates the box maker's certificate, the Vollrath part number (if applicable), the vendor's print date (month and year) and revision. The part number may be bar coded or printed in band type, supplied by the container manufacturer at no charge. The vendor's print date should be printed in band type, as well as revision. The recycle logo without text shall be printed on the bottom of the box. The block's position is determined by the container manufacturer, and is usually on the bottom of the container. The block should be printed in Process Black

**3.5.2 Box Maker's Certificate**

A fibreboard container must bear a legitimate box maker's certificate in order to qualify for shipment by a North American common carrier. The certificate guarantees that the box was made to specifications of the Fibre Box Association, and in conjunction with the requirements of the various freight classification agencies such as the American Trucking Association, Inc. The certificate must include the results of a burst, puncture, or edge crush test; the results of a test of the minimum combined weight of facings; the size limit; and the gross weight limit.

**3.5.3 Containers of Non-U.S. Origin**

Containers made outside the United States and used to package freight transported in the United States must conform with all provisions of Item 222 of the National Motor Freight Classification rules. If the shipper certifies on bills of lading that the boxes conform with Item 222 provisions, a box maker's certificate is not required.

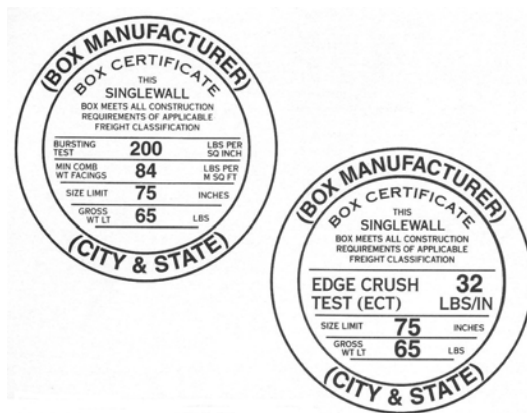


Figure 5 Box Makers Certificate

**3.5.4 Corrugated, Paperboard and Paper Marking Logo**

The PAP logo should be placed next to the recycle logo and the direct ship container part number located on the bottom panel of the box artwork. This logo prints in Process Black and is equal in height to the recycle logo. The recycle and PAP logos are centered above the part number on the bottom panel.



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**3.5.5 International Symbols**

The international symbols block is a printed graphic that provides an area for the ISO symbols. The ISO symbols (ISO 780) are universally recognized and readily understood pictorial markings that eliminate the need for handling instructions in several languages. The symbols include but are not limited to: 1) arrows to indicate the upright position, 2) a glass to signify “handle with care”, and 3) an umbrella to signify “keep dry”.

Handling symbols should be on both end (width) panels where size of the box permits. Certification marks will appear on only one width panel, normally the panel with the labels.



**Figure 6 ISO Symbols**

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The international symbols block should be placed in the upper left or right corner of an end panels, oriented so that the arrows in the ISO symbol indicate the upright position. The block should be positioned so that tape used to seal the container will not cover the block. Figure 7 shows the symbols in positive printing. The block should be printed in Process Black.

**International Symbols:**

Use to determine symbol height (symbol height includes border)

International Symbols Color: **BLACK**

Location 25mm (1 in) from top left corner of end panel

		Panel Length (horizontal X dimension)			
		84-300mm 3.3-12 in	300-500mm 12-20 in	500-860mm 20-34 in	860+mm 34+ in
Panel Height (vertical Y dimension)	84-300mm 3.3-12 in	33mm 1.3 in	33mm 1.3 in	33mm 1.3 in	33mm 1.3 in
	300-500mm 12-20 in	33mm 1.3 in	33mm 1.3 in	66mm 2.6 in	66mm 2.6 in
	500-860mm 20-34 in	33mm 1.3 in	66mm 2.6 in	66mm 2.6 in	66mm 2.6 in
	860+mm 34+ in	33mm 1.3 in	66mm 2.6 in	66mm 2.6 in	99mm 3.9 in

Figure 7 ISO Symbol Sizes

**3.5.6 Shipping Information Block**

The shipping information block is a printed graphic that provides an area for the shipping and product labels.

The shipping information block should be oriented per Figure 8. The block should be separated from the container volume and positioned so that tape used to seal the container will not cover the block. The block should be printed in Process Black.

Font style to be used is Arial, and proper branding standards for capitalization should be adhered to (initial cap on “s” on “Ship to:” and “c” on “Configuration :”).



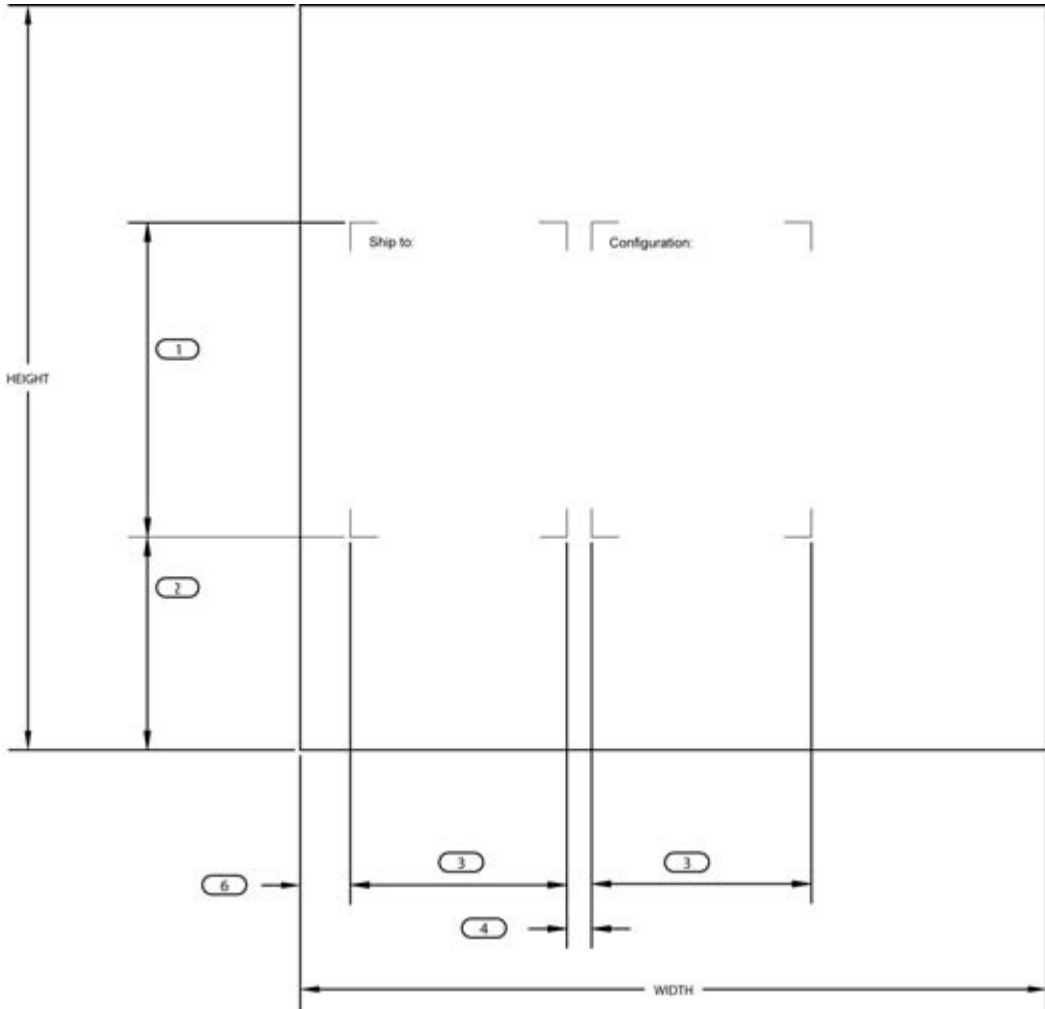


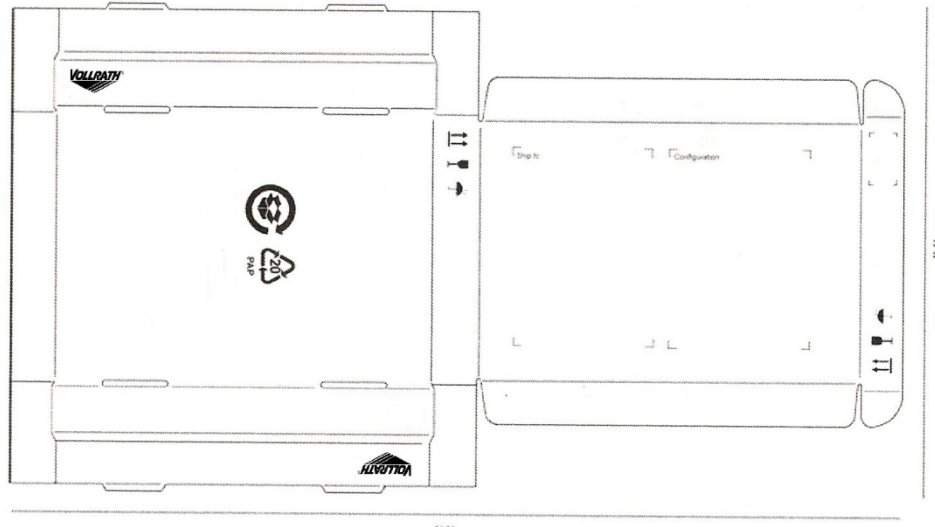
Figure 8 Shipping Information Block

DIMENSIONS (IN)				
	MIN.	MAX	HSC	IDEAL
1	N/A	N/A	N/A	6.375
2	2.000	4.250	8.000	4.250
3	N/A	N/A	N/A	4.375
4	0.500	3.000	-	0.500
5	1.000	2.000	-	1.000
6				

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**3.5.7 Examples of possible graphical layout based upon box size/type**

Figure 9 shows small tuck top box with placement of the logo on a panel less than 5".



**Figure 9**

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Figure 10 & 11 shows small RSC box with narrow width. Note that the tick marks for the labels will not fit on one end panel.

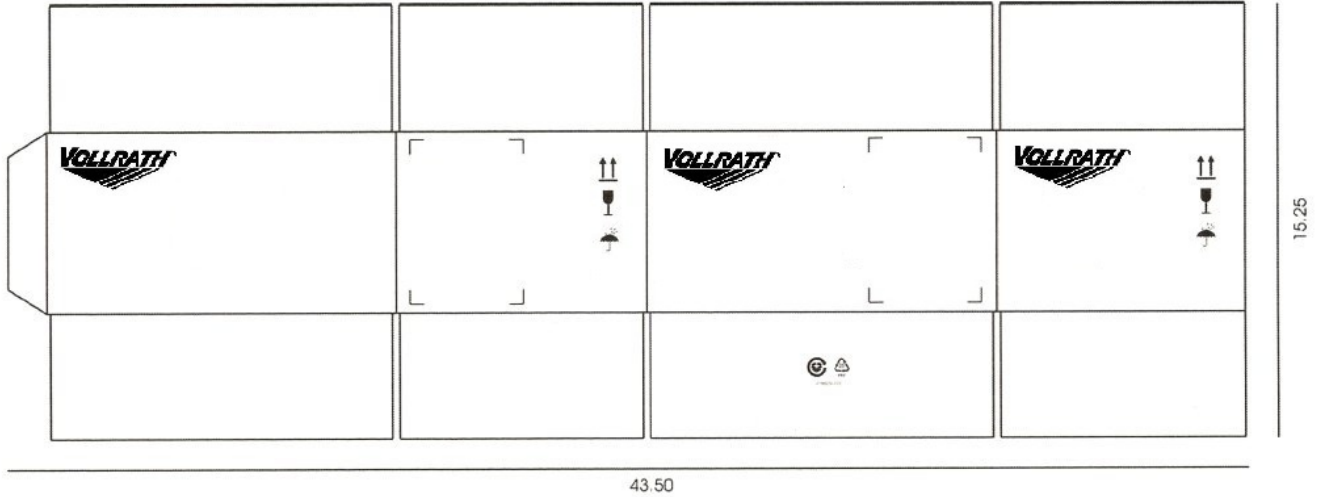


Figure 10 with single 4x6 Product/Barcode label

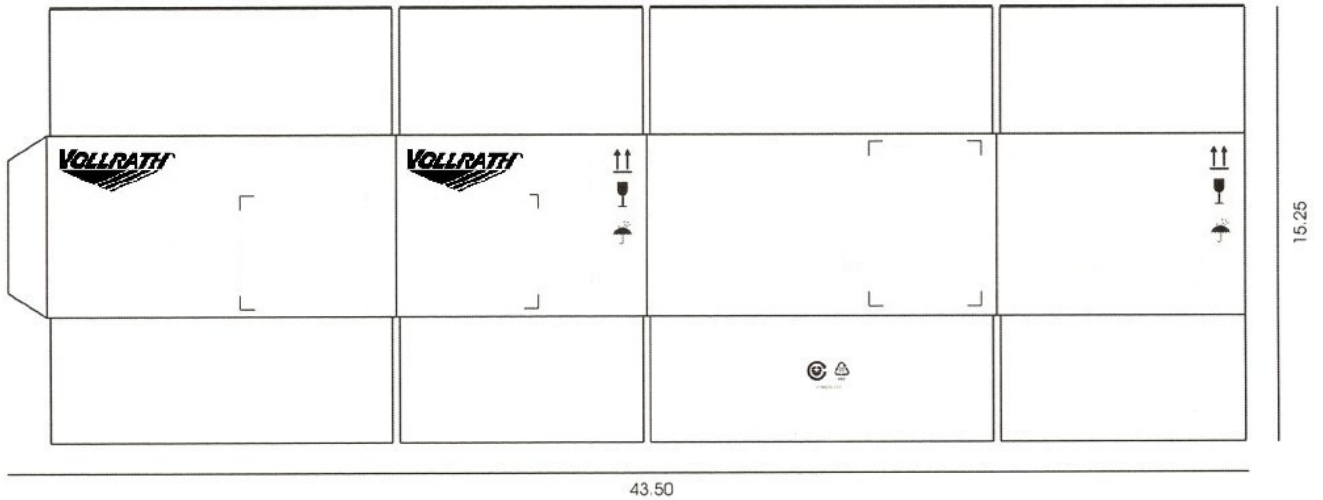


Figure 11 with a 4 x12 wrap around, Product/Barcode label

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Figure 12 & 13 shows as larger RSC box. Note the end panels with the tick marks for the labels – where the logo is applied in a grid manner.

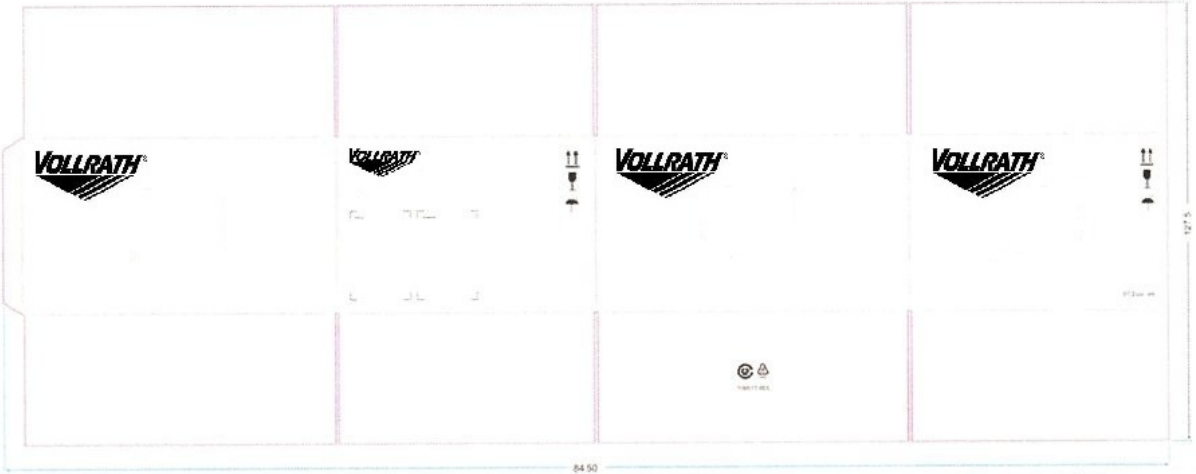


Figure 12 with single 4x6 Product/Barcode label

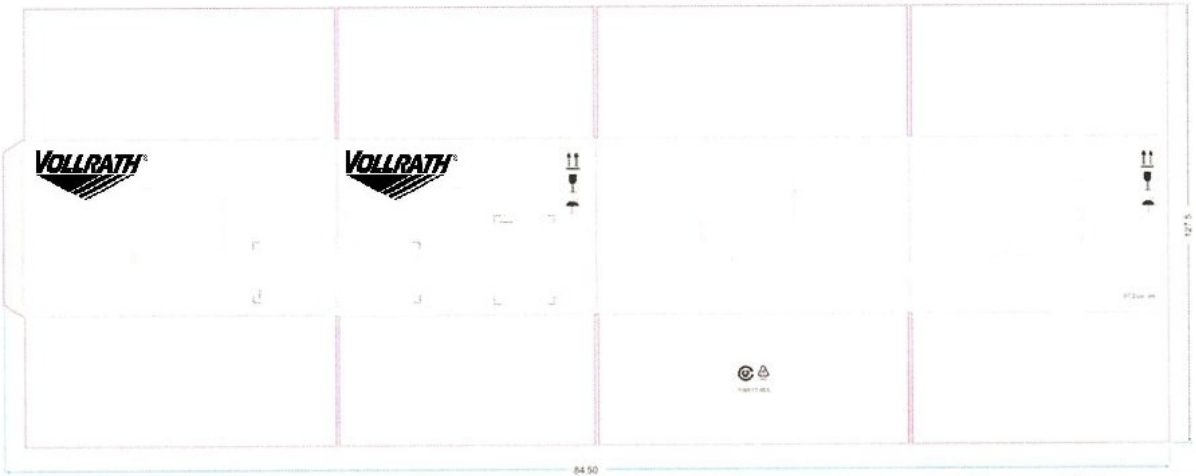


Figure 13 with a 4 x 12 wrap around Product/Barcode label

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#### 4.0 LABELING REQUIREMENTS

Product labels are distinct from product information, which can be included in the printed graphics, by virtue of being data that is known at or after manufacturing. Product labels include such things as product number, version, date code, options, and serial number.

#### 4.1 Product ID/Bar Code Label Specification

##### 4.1.1 Symbology

The numeric “UPC” code for product identification and the “2 of 5” UPC Shipping Container Codes for identification of multiunit packaging is used by Vollrath’s distribution facilities and also by Vollrath’s customers. No other codes are to be used without authorization from Vollrath Co.

##### 4.1.2 UPC Number Assignment

All UPC number assignments are made centrally from within Vollrath Company. Requests for number assignments are to be made via e-mail or by phone. All assignments of UPC numbers are managed in a central database. UPC information for released products can be made available to all users upon request.

##### 4.1.3 Product ID/Bar Code Format

The objective of having bar coded labels on all shipments is a functional one. Utilization of data identifiers with UPC or 2 of 5 bar codes eliminates the necessity of applying rigid format requirements. Therefore, the format and layout of the label is flexible and at the discretion of the supplier as long as the required content is provided.

The exhibit below provides an example as guidance to those who do not have requirements from their distributors. The vertical “building block” format was developed by ANSI because of its flexibility. Figures below are examples of the label layout.

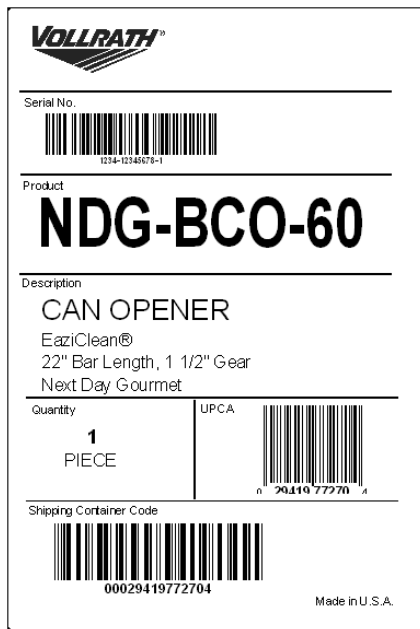


Figure 144 - Vertical 4”x6” Label



Figure 15 - Horizontal 4”x6” Label

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Figure 16 - Horizontal 3"x4" Label



Figure 17 - Horizontal 3"x4" Label

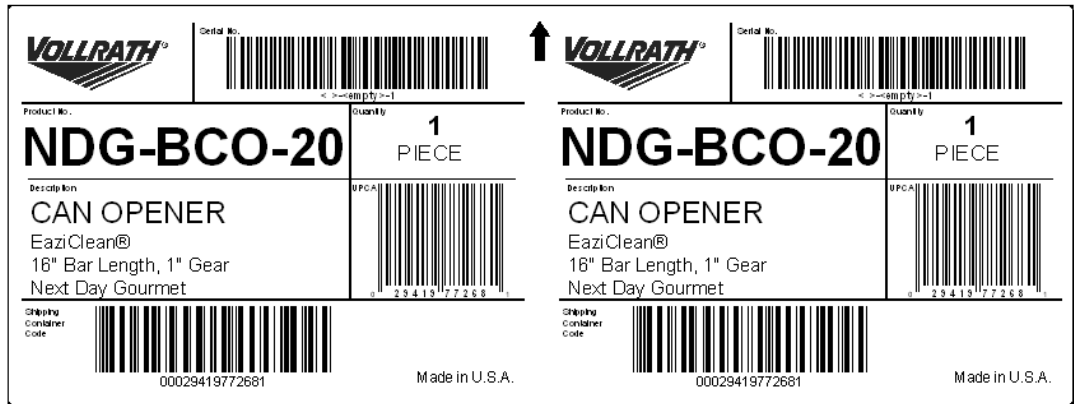


Figure 18 - Horizontal 3"x4" Label



Figure 19 - Horizontal 1.5"x4" Label

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#### 4.1.4 Product ID/Bar Code Label Requirements

Each Vollrath product packaging is to have a label consistent with ANSI, with the following elements appearing in bar code form. The Data Identifier precedes the data in the bar code symbol (when required), and appears in parenthesis on the text line containing the field name.

- **Product Number** - for all products and as supplied by The Vollrath Company (Data Identifier "1P")
- **Product Description** - as supplied by The Vollrath Company
- **Option Number(s)** - for products with one of more "feature codes". If the product has more than one feature code, the feature codes shall be concatenated into a single string of data (Data Identifier "30P")
- **Serial Number** - for serialized products where the serial number is to be tracked beyond the point of manufacture. The actual serial number must be bar coded using code 39. Not required for multi-unit packages (Data Identifier "S")  
**Note:** For products with no established serial number system, the manufactured date within a Julian date code format, is to be used as the product serial number.
- **UPC Number** - for single packaged products. UPC symbols have a standardized format, with the 12 digits of the number recessed into the bottom of the bar code symbol. No other field identification is necessary.

#### **For multi-unit packages, a quantity must be identified in one of the following ways:**

- **Quantity** – for Vollrath distribution and customers, the actual quantity must be bar coded using code 39 (Data Identifier "Q")
- **Packaging Indicator** - products the packaging indicator is a number from 1 to 7, embedded in the UPC Shipping Container Code (case code). The Shipping Container Code is a 14-digit Interleaved-2-of-5 symbol (ITF-14) containing both the packaging indicator and the UPC product number. The quantity associated with each packaging indicator for a product is assigned by the supplier and must not change. The case code should appear on one or two sides of the box, preferably 1.25 inches from the base of the box.

#### 4.1.5 Product/Shipping Container

A product container can become the shipping container, in which case the requirements of both the product and shipping containers apply.

It is recognized that these requirements for bar coding data on unit containers may not fit on certain container sizes. In these situations the data elements must remain in text form and the bar coding may be eliminated if agreed to by supplier and customer.

## 4.2 Country of Origin

Customs regulation and other laws require marking products with their country of origin. For products not easily marked, or, not visible and intended for retail sales, the marking is to be on the product package. This can be included in the carton graphics or on the product label as appropriate.