


Carton Labeling Primer

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This article will show manufacturers and wholesalers/distributors what carton labels should look like and the benefits that standard labels provide to their customers: the retailers. Also, it will explain to retailer members how this standard format can help their business whether they have a computer system or not! *Ultimately, in our global economy, creating these efficiencies by using standards will help our industry's vendors compete with other leisure time industries and for consumer spending!*

Outside Carton Labels

The HIA standard goes beyond just using the UPC bar code on product labels by providing standards for carton labeling also. It is important to use a standard label format on all cartons because standard labeling eliminates confusion during the receiving process. Whether a computer is being used or not, a carton delivered to a receiving dock is usually handled by an employee first. Providing consistent information enables uniformity in material handling functions that can reduce handling and administrative costs associated with shipping and receiving errors. If a computer is used for logging in deliveries, consistent data and bar

If your company is new to this industry, a new member, or recently made aware of this compliance campaign, you can read a summary by selecting "Executive Overview: Guide to Bar Code, Common Forms and EC/EDI for Manufacturers and Distributors" under **HIA GUIDELINES DOCUMENTS** located on the Industry Standards Matrix home page. 

coded information eliminates paper work and speeds the flow of items to where they are needed: in inventory, a distribution center, directly to a client, or to a store within a multi-store operation. Faster flow to the shelf actually helps both the receiver and the supplier because it results in greater inventory turns and faster payment.

As a reminder, there are two kinds of labels found on cartons: **1)** the shipping label is used for sending products to the customer (retailer); **2)** the product identification label tells the customer (retailer) what is contained in each full carton when buying identical product carton quantities.

The Shipping Label

Regardless of whether the package/carton/box is a ground delivery, express shipment, less-than-truckload (LTL), or a full truckload, the vendor must affix a label, minimum size 4" wide x 6" high, on each carton of

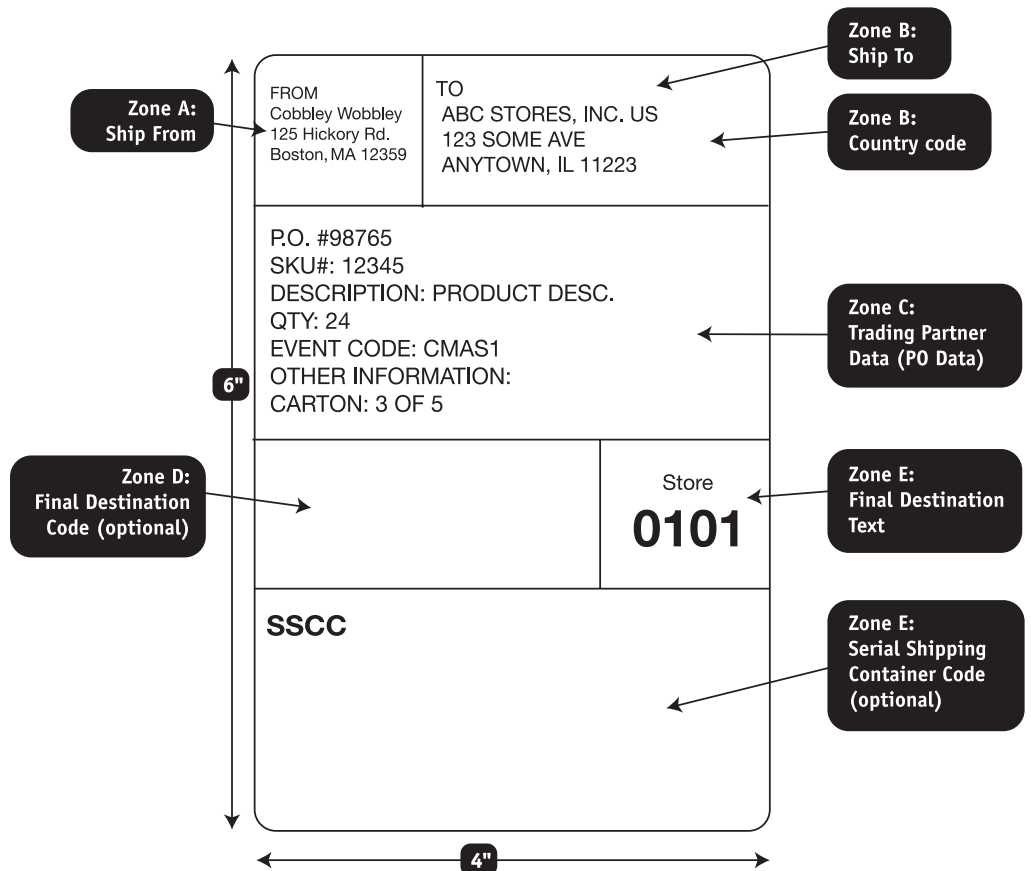
the shipment. The top three "zones" of information on the label provides the most basic information that a person receiving the shipment must know:

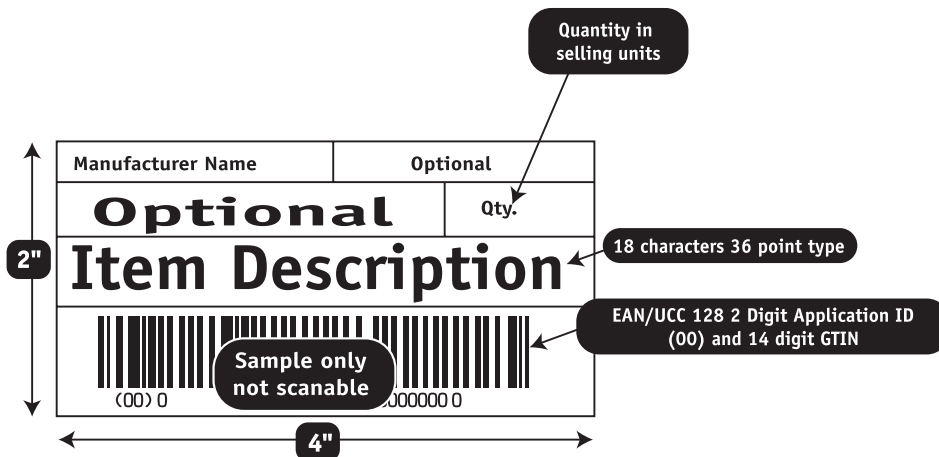
- 1)** who the shipper was
- 2)** what the PO number is
- 3)** what the item is (description in large letters)



The shipping label example illustrates the standard format.

There are certain technical requirements and suggestions for its printing and location on items. Specific details can be found in the Industry Standards Matrix which is available on the member-level of www.hobby.org. See [**Shipping Requirements: Shipping Labels**] section found at the top of the Industry Standards Matrix home page under "CATEGORIES."





The Product Identification Label

This other label is used on standard master cartons or multi-packs of identical items. This label should contain:

- 1) only one type of product in one type of package per carton
- 2) manufacturer's name
- 3) quantity
- 4) brief description (18 characters or less)
- 5) bar code (14-digit GTIN)
- 6) optional information (style, size, color, SKU no. or catalog no.)

There are certain technical requirements and suggestions for its printing and location. The details can be found in the Industry Standards Matrix home page by selecting [**Multi-pack/Carton Product ID Bar Code Labels**] found at the top under "CATEGORIES."

There is more specific information about these types of labels in addition to other links about shipping standards for packaging, pallets and the appropriate documents (packing slips). Visit the Industry Standards Matrix which is available on the member-level of www.hobby.org, HIA's website, to learn about the "why, what and how" of using technology, standards and automation to reduce operating costs. ❄

What's the "Get On Board" program all about?

- It is designed to make every HIA member more profitable.
- It is specifically designed to help large and small retailers, wholesalers/distributors and manufacturers.
- It is a practical approach explaining how to use currently available business standards (i.e. UPC bar codes and carton labels) to eliminate errors and increase efficiencies.
- It relies on retailers, wholesalers/distributors and manufacturers to incorporate these industry standards into their business practices.

Beginning in the mid-90's, HIA has been producing print materials to educate and inform members of UPCs and EDI (electronic data interchange) information. The "Get On Board" marketing program was developed in 2002 by the Industry Standards Committee and launched at the 2003 HIA Show with the "Strategies for Success...Succeed With Standards" program featuring Thomas Winner of the Winner Institute for Market Strategy. Throughout 2003, articles have appeared in this newsletter supplied by committee members. December 1, 2003 was the implementation date for manufacturers to have UPC complaint bar codes and labels on products/shipments and for retailers to be able to receive these shipments efficiently.

All the information contained in this article is supported by information found in the Industry Standards Matrix available on the member-level of www.hobby.org. In addition, members can meet and discuss questions with HIA's Technology Consultant, Rick Bushnell at the **HIA Industry Standards booth 3521** at the 2004 HIA Show in Dallas. ❄

More Freight/Shipping Programs for Members:

AES Logistics Freight Management Program: call (877) 890-2295 or email hia@aeslogistics.com to discuss enrolling in this program which offers:

- 65% discount off Czarlite™ base rate covering the US and Canada
- On-call traffic department to handle all inquiries (Mon-Fri 9:00am-7:30pm ET)
- Assistance with shipping volume and lane analysis
- Internet service for tracing orders, email notification of pickup and delivery of goods
- One audited invoice from AES Logistics to insure all shipments were rated correctly.

FedEx Discount Shipping Program (for US members only): See page 13 for an enrollment form or call (800) 475-6708, a new hotline managed by FedEx Association Advantage program specialists who can answer questions that are unique to your FedEx savings program:

- Pricing details about your member rates or which FedEx services are eligible for program discounts
- Enrollment questions or verification that you are already receiving these rates.

Please call 1-800-Go-FedEx for all other requests such as tracking packages, ordering supplies, etc. ❄