



***Enabling accurate and complete  
flow of Product and Information  
throughout the IBCA Supply Chain***

# This Session – 30 minutes Then Q and A

- Background
- SIR Update & **New Validation Offer**
- Mobile Codes
- RFID in General
- NFC Overview
- Q and A



# Best Practices

## Content Information



Videos

Mobile Codes



Images



## Operational Information

075967 90595 8



Reference: <http://www.ibcaweb.org/standards.htm>

# Different Product Content

- **Transactional Product Content Needed for**
  - Purchasing, Order Entry, Manufacturing, Distribution
- **Rich Product Content needed for (Websites, Catalogs...)**
  - Expanded Field Naming
  - Pictures
  - Video
  - Mobile Codes (QR Code)



# Operational Information

## MISCELLANEOUS

- 1 **EAN / U.P.C.**
- 2 Information Provider #
- 3 Information Provider
- 4 Brand Owner
- 5 Brand Name
- 6 **Product Name**
- 7 Short Name
- 8 Product Title
- 9 **Manufacturer's SKU**
- 10 Distributor's SKU
- 11 Retailer's SKU



## DIMENSIONS - mutlipacs

- 12 Consumer Purch Unit
- 13 Unit Linear Height
- 14 Unit Linear Width
- 15 Unit Linear Depth
- 16 Unit Gross Weight
- 17 Min Orderable Qty
- 18 Inner Orderable Unit
- 19 Inner Pack GTIN
- 20 Case Orderable Unit
- 21 Case Pack GTIN
- 22 Case Height
- 23 Case Width
- 24 Case Depth
- 25 Case Gross Weight

## DATES

- 26 Publication Date
- 27 Effective Start Date
- 28 Change Indicator
- 29 Last Change Date

## MISCELLANEOUS

- 30 MSRP
- 31 Unit Cost
- 32 Inner Cost
- 33 Case Cost
- 34 Country of Origin
- 35 Int'l Tariff Code
- 36 Color
- 37 Generic (Future)

# Marketing Content Information

## CONTENT

38 Photo

39 Photo Description

40 Video

41 Video Description

42 Mobile Code

43 Mobile Code Description

44 Product Long Description

45 Consumer Copy - Short

46 Consumer Copy - Long

47 Consumer Copy – Bullets

**48 Generic (Future)**

**49 Generic (Future)**



# New Product Content Added

## CONTENT - Expanded

### 47 Consumer Copy – Bullets

- 47.01 Consumer Copy – Bullet 1
- 47.02 Consumer Copy – Bullet 2
- 47.03 Consumer Copy – Bullet 3
- 47.04 Consumer Copy – Bullet 4
- 47.05 Consumer Copy – Bullet 5
- 47.06 Consumer Copy – Bullet 6
- 47.07 Consumer Copy – Bullet 7
- 47.08 Consumer Copy – Bullet 8
- 47.09 Consumer Copy – Bullet 9
- 47.10 Consumer Copy – Bullet 10
- 58 Generic (Future)



# Dirty Little Secret - Wholesaler

*Yes, even just a simple character count would be helpful. You would not believe how often descriptions are too long.*

**Name withheld to protect the guilty**



# Dirty Little Secret - Wholesaler

*Improved content?...Suppliers do not even have the right U.P.C. s matched to the right product!*

**Name withheld to protect the guilty**

# Dirty Little Secret - Supplier

*I'm hopeful UPC's are correct – but I can't be 100% at this point. We've had various folks maintaining this data over the years, and in a variety of places....Unfortunately, updates haven't always been made in all respective places.*

**Name withheld to protect the guilty**

# Dirty Little Secret - Supplier

*Unfortunately, our item descriptions are internal in nature, as they're pulled directly from our operating system. If these require further modification down the road, that will have to be a separate project.*

**Name withheld to protect the guilty**

# Dirty Little Secret - Supplier

*Our operating system only allows for so many digits – hence the check digits themselves are omitted. That’s why we’re forced to house the data in various other forms and places. I can’t wait until we invest in a content management software program!!!*

**Name withheld to protect the guilty**

## **Lessons Learned (Office Products)**

- **Experience Gained From Office Products Industry**
  - **Without UPC + Mfg SKU, Products Can Be Mixed Up**
  - **UPC Bar Codes Missing Completely**
  - **UPC Bar Codes Have Wrong Check Digits**
  - **Description Fields With TOO MANY Characters**

**IBCA Offers New Service To Identify These Problems**



# The IBCA Standard Item Record

## Standard Product Transactional Data File

Field Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Field Name	EAN / U.P.C.	Information Provider	Information Provider	Brand Owner	Brand Name	Product Name	Short Name	Product Title	Manufacturer's SKU #	Distributor's SKU #	Retailer's SKU #	Consumer Purch Unit	Unit Linear Height	Unit Linear Width	Unit Linear Depth	Unit Gross Weight	Min Orderable Qty	Inner Orderable Unit	Inner Pack GTIN	Case Orderable Unit	Case Pack GTIN	Case Height	Case Width	Case Depth	Case Gross Weight	Publication Date	Effective Start Date	Change Indicator	Last Change Date	Mfg Suggested Retail	Unit Cost	Inner Cost	Case Cost	Country of Origin	Int'l Tariff Code	Color	
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## Standard Product Content Data File

Field Number	1	6	7	8	9	38	39	40	41	42	43	44	45	46	47
Field Name	EAN / U.P.C.	Product Name	Short Name	Product Title	Manufacturer's SKU #	Photo	Photo Description	Video	Video Description	Mobile Code	Mobile Code Description	Product Long Description	Consumer Copy-Short	Consumer Copy-Long	Consumer Copy-Bullets
Product															
Product															
Product															
Product															
Product															

## Standard Product Content Data File With 10 Bullets Added

Field Number	1	6	7	8	9	38	39	40	41	42	43	44	45	46	47	47.01	47.02	47.03	47.04	47.05	47.06	47.07	47.08	47.09	47.10
Field Name	EAN / U.P.C.	Product Name	Short Name	Product Title	Manufacturer's SKU #	Photo	Photo Description	Video	Video Description	Mobile Code	Mobile Code Description	Product Long Description	Consumer Copy-Short	Consumer Copy-Long	Consumer Copy-Bullets	Consumer Copy-Bullet 1	Consumer Copy-Bullet 2	Consumer Copy-Bullet 3	Consumer Copy-Bullet 4	Consumer Copy-Bullet 5	Consumer Copy-Bullet 6	Consumer Copy-Bullet 7	Consumer Copy-Bullet 8	Consumer Copy-Bullet 9	Consumer Copy-Bullet 10
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# The IBCA Standard Item Record

## Standard Product Transactional Template

Field	Name of Field	Size	Type	Description	Example
	<b>TRANSACTIONAL</b>				
1	EAN / U.P.C.	13/12	n	See Note #1	
2	Information Provider	35	a/n	Company Name	
3	Information Provider	35	a/n	Individual's Name	
4	Brand Owner	35	a/n	Name of Company that owns the Brand	
5	Brand Name	35	a/n	Name recognizable by consumer	
6	Product Name	80	a/n	Primary Description See Note #9	
7	Short Name	27	a/n	Short: See Note #9a	
8	Product Title	150	a/n	Not extension of Field 6 Note #9b	
9	Manufacturer's SKU #	20	a/n	Mfg. Item Number	
10	Distributor's SKU #	20	a/n	Distributor assigned identification number	
11	Retailer's SKU #	15	a/n	Retailer assigned identification number	
12	Consumer Purch Unit	2	a/n	ea=each, yd=yard, ft=feet (UOM OPIDS Std)	
13	Unit Linear Height	5.3	n	See Note #3	
14	Unit Linear Width	5.3	n	See Note #4	
15	Unit Linear Depth	5.3	n	See Note #5	
16	Unit Gross Weight	5.4	n	See Note #6	
17	Min Orderable Qty	6	n		
18	Inner Orderable Unit	6	n	Qty of consumer purch. items in inner pack	
19	Inner Pack GTIN	14	n	See Note #13	
20	Case Orderable Unit	6	n	Qty of consumer purch. items in case pack	
21	Case Pack GTIN	14	n	See Note #13	
22	Case Height	5.3	n	See Note #10	
23	Case Width	5.3	n	See Note #10	
24	Case Depth	5.3	n	See Note #10	
25	Case Gross Weight	5.3	n	See Note #11	
	<b>DATES</b>				
26	Publication Date	8	n	See Note #7	
27	Effective Start Date	8	n	See Note #8	
28	Change Indicator	1	a	a=Add, c=change, u=Update, d=Discontinued	
29	Last Change Date	8	n	ex: yyyyymmdd	
	<b>MISCELLANEOUS</b>				
30	Mfg Suggested Retail	8.2	n	MSRP Price of consumer level unit	
31	Unit Cost	8.3	n	ex: 2.125 Cost of single consumer purch. unit	
32	Inner Cost	8.3	n	Total cost of quantity of units in inner pack.	
33	Case Cost	8.3	n	Total cost of quantity of units. Ex: 74.160	
34	Country of Origin	2	a/n	ex: us=USA, uk=United Kingdom	
35	Int'l Tariff Code	10	n	ex: 1234567890	
36	Color	3	n	OPIDS Color Standard	

Must  
Must  
Must

# The IBCA Standard Item Record

## Standard Product Content Template

Field	Name of Field	Size	Type	Description	Example	
	<b>TRANSACTIONAL</b>					
<b>1</b>	EAN / U.P.C.	13/12	n	<b>See Note #1</b>		<b>Must</b>
<b>6</b>	Product Name	80	a/n	<b>Primary Description See Note #9</b>		<b>Must</b>
7	Short Name	27	a/n	Short: See Note #9a		
8	Product Title	150	a/n	Not extension of Field 6 Note #9b		
<b>9</b>	Manufacture's SKU #	20	a/n	<b>Mfg. Item Number</b>		<b>Must</b>
	<b>CONTENT</b>					
38	Photo			URL Containing Photo Standard		
39	Photo Description	80	a/n	Side, Top, Group etc.		
40	Video			URL Containing Video Standard		
41	Video Description	80	a/n	Safety, How to use - Kids, How to service		
42	Mobile Code			URL Containing Mobile Standard		
43	Mobile Description	80	a/n	Nature of the deal, kind of support info		
44	Product Long Description	400	a/n	See "Field Naming"		
45	Consumer Copy-Short	500	a/n	See "Field Naming"		
46	Consumer Copy-Long	1000	a/n	See "Field Naming"		
47	Consumer Copy-Bullets	1500	a/n	See "Field Naming"		



# The IBCA Standard Item Record

## Standard Product Content Template With 10 Bullets Added

Field	Name of Field	Size	Type	Description	Example
	<b>TRANSACTIONAL</b>				
1	EAN / U.P.C.	13/12	n	See Note #1	Must
6	Product Name	80	a/n	Primary Description See Note #9	Must
7	Short Name	27	a/n	Short: See Note #9a	
8	Product Title	150	a/n	Not extension of Field 6 Note #9b	
9	Manufacture's SKU #	20	a/n	Mfg. Item Number	Must
	<b>CONTENT</b>				
38	Photo			URL Containing Photo Standard	
39	Photo Description	80	a/n	Side, Top, Group etc.	
40	Video			URL Containing Video Standard	
41	Video Description	80	a/n	Safety, How to use - Kids, How to service	
42	Mobile Code			URL Containing Mobile Standard	
43	Mobile Description	80	a/n	Nature of the deal, kind of support info	
44	Product Long Description	400	a/n	See "Field Naming"	
45	Consumer Copy-Short	500	a/n	See "Field Naming"	
46	Consumer Copy-Long	1000	a/n	See "Field Naming"	
47	Consumer Copy-Bullets	<b>1500</b>	a/n	See "Field Naming"	
47.01	Consumer Copy-Bullet 1	150	a/n	See "Field Naming"	
47.02	Consumer Copy-Bullet 2	150	a/n	See "Field Naming"	
47.03	Consumer Copy-Bullet 3	150	a/n	See "Field Naming"	
47.04	Consumer Copy-Bullet 4	150	a/n	See "Field Naming"	
47.05	Consumer Copy-Bullet 5	150	a/n	See "Field Naming"	
47.06	Consumer Copy-Bullet 6	150	a/n	See "Field Naming"	
47.07	Consumer Copy-Bullet 7	150	a/n	See "Field Naming"	
47.08	Consumer Copy-Bullet 8	150	a/n	See "Field Naming"	
47.09	Consumer Copy-Bullet 9	150	a/n	See "Field Naming"	
47.10	Consumer Copy-Bullet 10	150	a/n	See "Field Naming"	



# IBCA Offers New Validation Service

- SIR (Standard Item Record) evaluation
- IBCA can help identify errors in SIR
- Most common errors include:
  - UPC missing or incorrect check digit
  - Description fields too large
  - Others
- Submit data – up to 20,000 records
- No Charge for IBCA member companies
- Usual turnaround is 1 – 3 days
- Goal: **No Red Cells**

# Example SIR Submission File

Field Number	1	6	7	8	9	38	39	40	41	42	43	44	45	46	47
Field Name	EAN / U.P.C.	Product Name	Short Name	Product Title	Manufacture's SKU #	Photo	Photo Description	Video	Video Description	Mobile Code	Mobile Code Description	Product Long Description	Consumer Copy-Short	Consumer Copy-Long	Consumer Copy-Bullets
Product															
Product															
Product															
Product															
Product															

# Example IBCA Validation Report

OUTPUT DATA - See Red Cells for Error details - use Column A to reference the bad record on the Input data table

IBCA Standard Label	EAN/U.P.C.	Information Provider Number	Information Provider	Brand Name	Brand Name	Full Description	Abbreviated Description	Description (1st 50 characters)	Manufacturer's SKU#	Distributor's SKU#	Retailer's SKU#	Consumer Package Unit	Unit Linear Multiple	Unit Linear Weight	Unit Linear Depth	Unit Linear Height	Minimum On-Shelflife Quantity	Barcode
Record Line Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
2	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
3	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
4	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
5	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
6	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
7	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
8	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
9	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
10	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
11	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
12	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
13	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
14	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
15	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
16	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
17	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
18	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
19	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK
20	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK	OK

# Questions



# Mobile Codes

- **Bar Codes (Two Dimensional)**

- QR Code (Quick Response)

- Data Matrix (Auto, Aircraft, Food, Healthcare)

- Aztec Code (Airport Check-In)

- Others



Mobile Code Std.



- **NFC (Near Field Communications)**

- “Will Replace Bar Codes” – NOT True

- Mobile Payments, Access Control, etc.

# Customer Behavior

**1 in 4** consumers use **coupons** every day



**42%** of consumers claim **comparative pricing** is most important to them when online shopping



**Download Report**

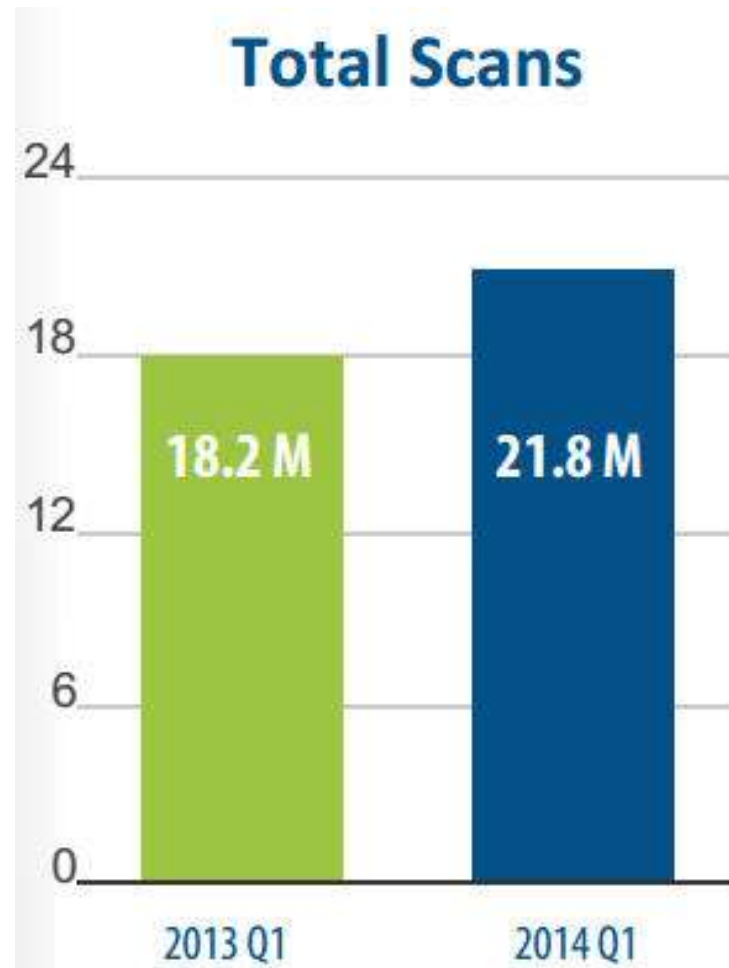
**Source: Scanbuy's Consumer Behavior Survey**

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# Q1 2014 Report Summary



Download  
Report



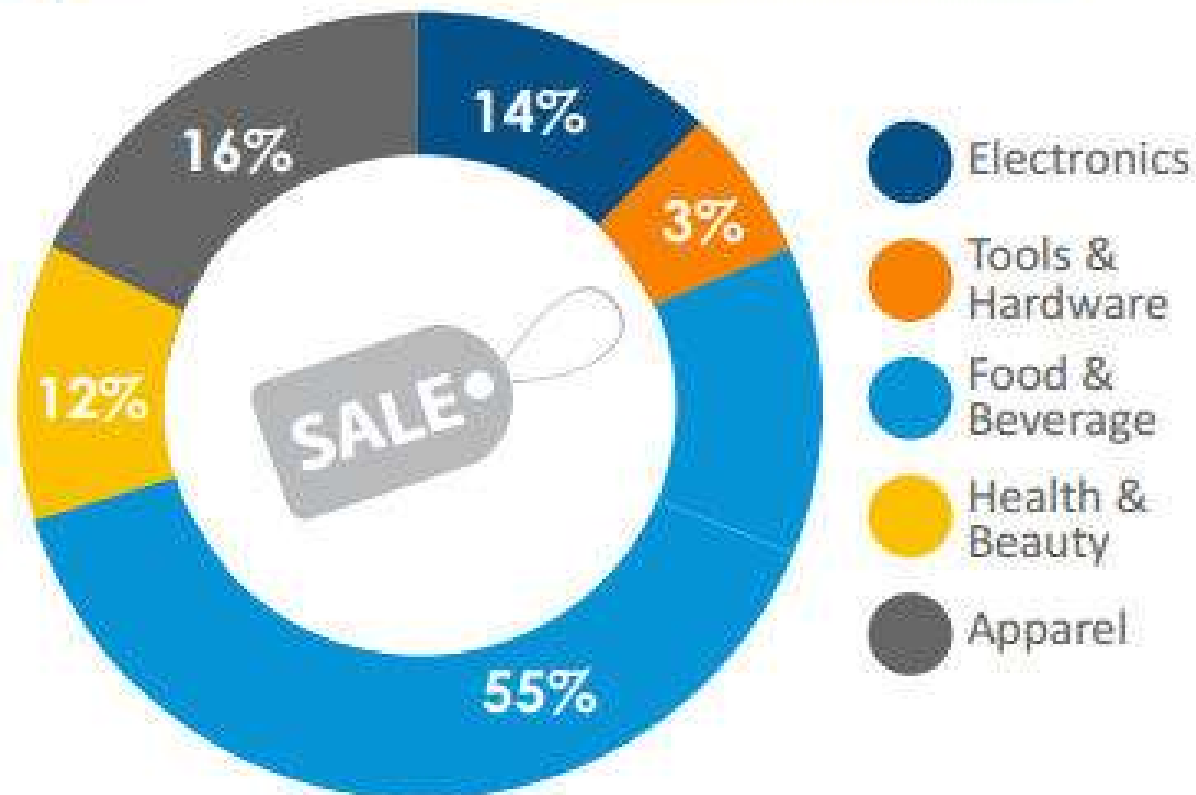
Source: Scanbuy's Q1 2014 Trend Report

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# Recent Trends

Which products do you use coupons for most frequently?



Source: Scanbuy's Q1 2014 Trend Report

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# Recent Trends

When interested in a new product, how do you learn more?



Source: Scanbuy's Q1 2014 Trend Report

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# Recent Trends

## TOP QR CODE CONTENT



Product Info



Video



CRM



App Download



mCommerce

## TOP CITIES



Houston



New York City



Dallas



Madrid

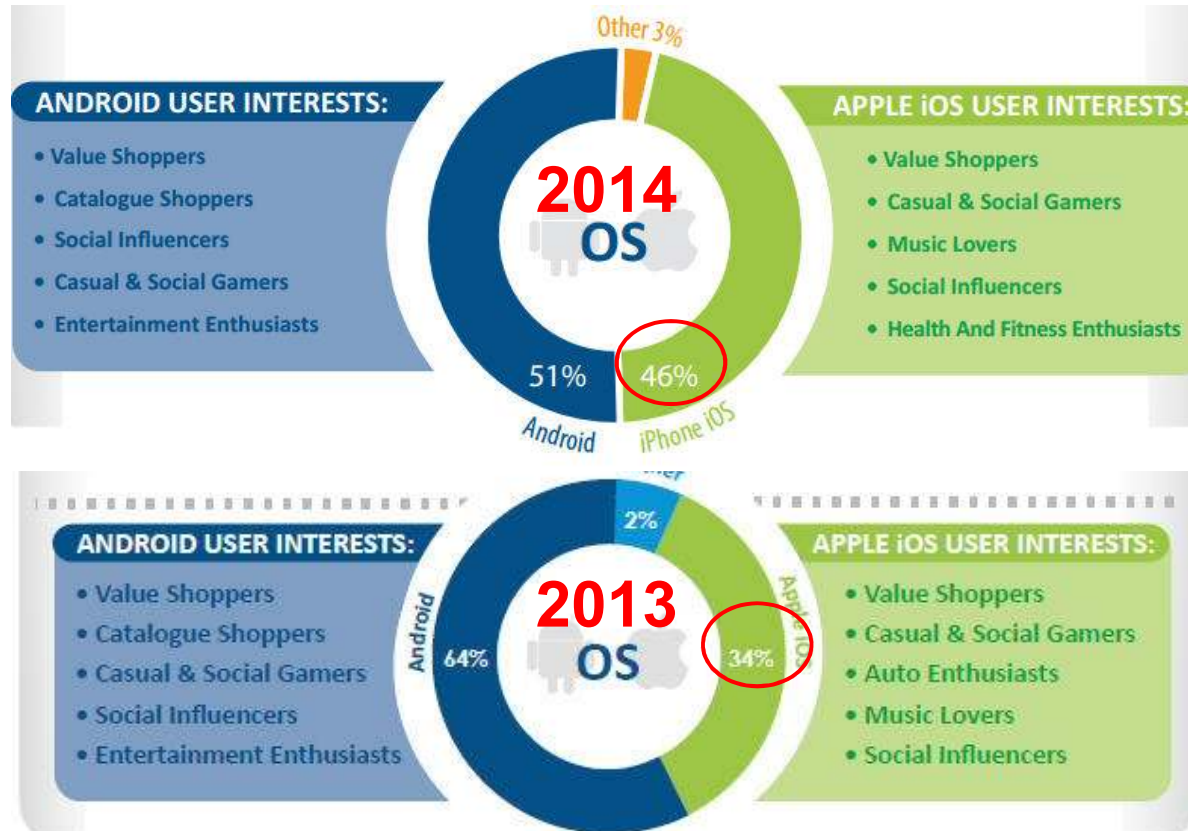


Barcelona

Source: Scanbuy's Q1 2014 Trend Report

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# Recent Trends



- Apple iOS fallen from 41% to 34% in 2013
- With iPhone 5, 5C, 5S penetration increased to 46%

Source: Scanbuy's Q1 2014 Trend Report

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# Some Practical Knowledge

- **Placement**
- **Designer codes**
- **Contrast to background**
- **Too much data**
- **Borders around the QR Code**
- **Some other tips**
- **Check List**

# Some Unusual Observations

## Philly Ad Builder / Monster



## Longhorn Steakhouse



## Blue Star



# Tool Supplier Example



# NFC - Near Field Communications

- **Unique Subset of RFID**



- Reader **Must** Be Near RFID Tag
- Focused Application (Mobile Payments)
  - Check out: <http://blog.atlasrfidstore.com/rfid-vs-nfc>

- **RFID – Radio Frequency Identification**



- Wide Range of Applications
- Tutorial Presentation Viewed at:
  - <http://www.insightu.org/presentations2/t101/sect0000.htm>
  - Search ‘Global Language of Business’ at [www.gs1-us.com](http://www.gs1-us.com)

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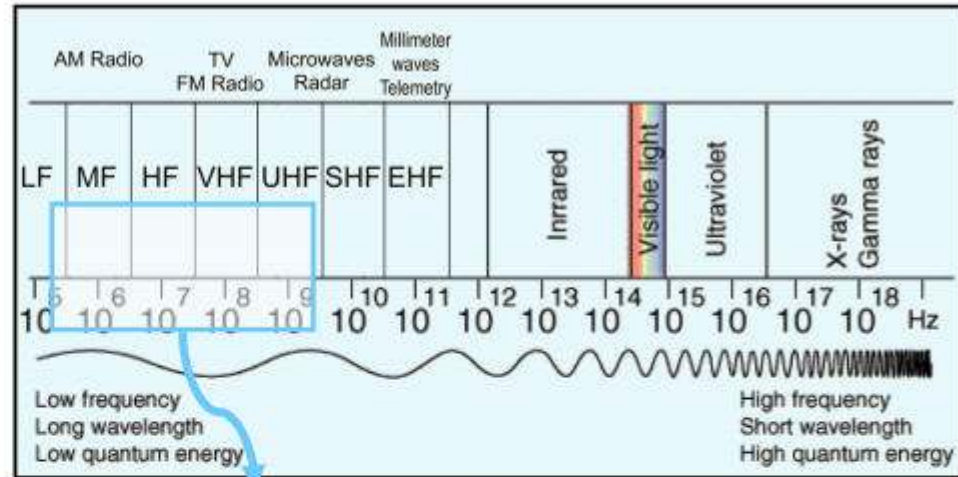


# RFID Bands of Radio Waves



Passive Tags

Active Tag



Band designation	LF low frequency	MF medium frequency	HF high frequency	VHF very high frequency	UHF ultra high frequency	SHF super high frequency
Frequency	30–300kHz	300kHz–3MHz	3–30MHz	30–300MHz	300MHz–3GHz	3–30GHz
Wavelength	10–1km	1000–100m	100–10m	10m–1m	1m–0.1m	0.1–0.01m

Source: GS1 US Fundamental Concepts AIDC and RFID

# NFC – Basis for Mobile Payments

- In-Store mobile payments up 1000%
- 5% world's smartphones used 1/mo.
- Apple Pay now live at 60+ banks
- Starbucks adds Apple Pay to their app.
- Samsung mandates NFC in S6 access.
- 84% prepared to make small purchases

Source: <http://www.nfcworld.com/tag/deloitte/>

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# NFC - Near Field Communications

## Reference Materials

Atlas



- **NFC**

- <https://members.nfcworld.com/explore/>
- <http://rfid.atlasrfidstore.com/hs-fs/hub/300870/file-252314647-pdf/Content/basics-of-an-rfid-system-atlasrfidstore.pdf>

- **RFID**

- [http://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core\\_Download&EntryId=51&PortalId=0&TabId=785](http://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=51&PortalId=0&TabId=785)
- [www.RAINRFID.org](http://www.RAINRFID.org)

GS1



# Questions



# Best Practices - Guidelines



Some of our information is provided by InsightU, a vendor-independent provider of useful contextual information



- HOME
- FUNCTIONS:
  - SALES & MARKETING
  - PURCHASING
  - ORDER ENTRY
  - DISTRIBUTION
  - MANUFACTURING
- BACKGROUND
- TOPICS
- TECHNOLOGY
- GUIDELINES / STANDARDS
- RESOURCES
- IMPLEMENTATION

## Guidelines / Standards

IBCA has produced and maintains Guidelines to support best practices based on global standards; The starting place is the [Overview of IBCA](#) documents

A Navigation tool is provided to take you through the complete set of [IBCA Guidelines, Standards and Support Materials](#).

The Guidelines also have a "Shortcut" to deal with the most common issues called [Guidelines Matrix](#) it provides the Key Elements For Success in an abbreviated list of standard practices. To drill down for a deeper level of information, click on any highlighted words.

CATEGORIES: [ [U.P.C. Codes](#) ] [ [EDI](#) ] [ [Weights & Measures](#) ] [ [Product Safety](#) ] [ [Item Information](#) ] [ [Item Level Bar Code and Labeling](#) ] [ [Multi-pack/Carton Product ID Bar Code Labels](#) ] [ [Shipping Requirements: Shipping Labels](#) ] [ [Shipping Requirements: Packaging and Pallets](#) ] [ [Shipping Requirements: Documents](#) ]