**H·E·B Suppliers**

# H-E-B Case Label Requirements

Guideline to meeting our case label data element and barcode requirements.

*Last Edited on: 03/29/2021*

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# Introduction

H-E-B is taking our warehouse processes to the next level by using GS1 standardized data to receive, track, and trace cases and pallets throughout our supply chain. H-E-B established the guidelines in this document to improve our warehouse receiving process, reduce hand-written documentation, and enhance our quality of data.

These requirements are intended for standard shipping cartons for full vendor pack cases containing one or more retail selling units. The case label examples in this document are formatting examples and are not intended to be used as a template. All case labels should meet the content, placement, and legibility requirements established in these standards.

All questions should be sent to Supplier@supplier.heb.com
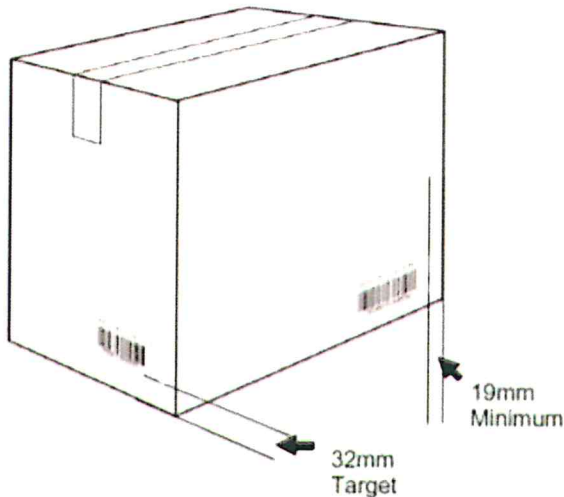
# Produce Case Label Requirements

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**ZONE A:**
GROWN IN STATE/COUNTRY
SIZE/PACKAGING
GRADE (if required)

**ZONE C:**
BRAND OWNER
PRODUCT DESCTRIPTION

**ZONE E:**
GS1-128 OR ITF-14
BARCODE

**ZONE B:**
PRODUCT DATE
BATCH/LOT NUMBER

**ZONE D:**
PLU NUMBER or UPC
BARCODE (optional)

Grown In: California, USA | Product Date: 08/20/2020
4EA x 2LB | Batch/Lot#: 2071231339
Grade A

Brand Owner — ABC FRESH VEGETABLES, INC
Product Description — Strawberries

0  07143 00115  4

(01) 3 0071430 01105 9 (13) 201205 (10) 2071231339

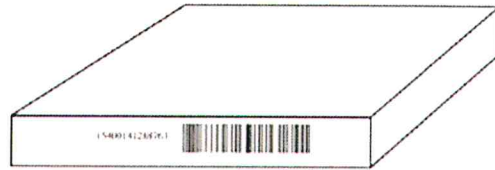| LABEL ZONE | ZONE DESCRIPTION | ADDITIONAL INFORMATION |
|---|---|---|
| Zone A | Grown in State/Province Country<br>Size/Packaging<br>Grade (if required) | |
| Zone B | Product Date (At least one of the following):<br>• HARVEST DATE<br>• PACK DATE<br>• BEST BEFORE or BEST BY<br>• USE BY or EXPIRY<br>Batch/Lot Number | • If using GS1-128 Barcode, Product Date should be the same as included in Scannable Barcode and ASN.<br>• Product Date should be in human readable format **MM/DD/YYYY**. |
| Zone C | Brand Owner<br>Product Description (name/variety of item) | |
| Zone D | PLU Code (Case containing bulk items) or<br>UPC Code (Case containing prepacks) | • Zone D is optional |
| Zone E (GS1-128) | GS1 128 Barcode Contains:<br>**GTIN-14:** AI(01)<br>**Product Date** (At least one of the following):<br>• HARVEST DATE - AI(7007)<br>• PACK DATE - AI(13)<br>• BEST BEFORE or BEST BY - AI(15)<br>• USE BY or EXPIRY - AI(17)<br>**Batch/Lot #** AI(10) | • GTIN-14 should match the Case UPC transmitted via ASN.<br>• Product Date should be in machine readable format **YY/MM/DD**.<br>• Parentheses should surround each Application Identifier (AI) in the human readable barcode text. |
| Zone E (ITF-14) | ITF-14 Barcode Contains:<br>**GTIN-14** | • GTIN-14 should match the Case UPC transmitted via ASN. |

# Case Label Placement

- Case labels should be attached in an upright position and placed on the sides of the unit. Each unit must have at least one case label (including scannable GTIN barcode). H-E-B recommends placing a second duplicated case label on a second side of the unit.

- For cartons and outer cases, target symbol placement for the bottom of the barcode symbol is 32 mm (1.25 inches) from the bottom of the case. The barcode (including Quiet Zones) should be at least 19 mm (0.75 inches) from any vertical edge to avoid damage to the label.

- Human readable information should be sized such that the text is legible from several feet away in a warehouse setting.

- If a unit requires both a Pallet SSCC barcode label and Case UPC barcode label, place the Pallet SSCC barcode to the left of the Case UPC label to ensure the information on both labels remains visible.

| Example: Case Label Placement | Example: Shallow Tray |
|---|---|
|  19mm Minimum  32mm Target |   If a case or tray has a height less than 50 mm, and it is impossible to print a full height barcode with the Human Readable text below the bars, consider first placing the Human Readable text adjacent to the symbol outside of the Quiet Zones. If the height of the case/tray is less than 32 mm, the barcode may be placed on the top of the case, no closer than 19mm from the shortest side edge. |

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# Barcode Size and Text

## Barcode Text:

All the data encoded in each barcode should be provided in human readable text below each symbol. This applies to both ITF-14 and GS1-128 Barcodes. In GS1-128 barcodes, brackets (parentheses) should be printed around each AI but these must not be encoded in the barcode. Human readable text must be shown in characters at least 3 mm high and clearly legible.

## ITF-14 Barcode

A minimum height of at least 32 mm (1.250") applies to all the ITF-14 barcodes on the label. Quiet zones extending to the left and right of the barcode shall have a minimum width of 10X the X-Dimension. Below is an example of an ITF-14 barcode at the 0.04" X-Dimension.

**Figure 5.3.6-1.** ITF-14 symbol: Main dimensions at X-dimension 1.016 mm (0.0400 in.)



Reference: GS1 General Specifications

## GS1-128 Barcode

A minimum height of at least 32 mm (1.250") applies to all the GS1-128 barcodes on the label. All barcodes shall be printed with quiet zones (or light margins) at each side with a width of 10x the Narrow Bar Width.



Narrow Bar Width: 0.00984" min – 0.0300" max
Quiet Zones: 10X Narrow Bar Width, 0.0984" min – 0.3"
Barcode Width: 6.50" max (including Quiet Zones)