



# H-E-B PALLET LABEL REQUIREMENTS

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Guideline to meeting our data element and barcode requirements.

*Last Edited on: 03/22/2021*

## Table of Contents

<i>Introduction</i> .....	<i>Error! Bookmark not defined.</i>
<b><i>Pallet Label Requirements</i></b> .....	<b>4</b>
Standard Pallet Label Example .....	4
Standard Pallet Label Field Definitions.....	5
Meat/Seafood Catch Weight Pallet Label Example .....	6
Meat/Seafood Catch Weight Pallet Label Field Definitions .....	7
Mixed Item Pallet Label Example.....	8
Mixed Item Pallet Label Field Definitions .....	9
<b><i>SSCC Barcode Format</i></b> .....	<b>10</b>
Pallet Label Placement .....	11
Stacked Pallets.....	12
Proper Label Quality .....	13
Mistakes to Avoid:.....	13



## Why do we require an H-E-B Pallet Label?

H-E-B requires that each shipment in our distribution facilities be identified with a GS1-128 pallet label that follows the GS1 standard guidelines as well as our specific requirements.

The pallet label is a critical component to streamline the warehouse receiving process. The use of the SSCC barcode helps to add visibility to the supply chain by supporting fast and accurate data capture and inventory tracking. It also helps to reduce human errors and costs from manual shipment processing.

When a H-E-B receiving Partner scans the SSCC barcode, it systematically matches to the EDI Advanced Ship Notice (ASN) and confirms the pallet receipt. It is important for the pallet label information to match the data transmitted on the ASN. This enables the H-E-B receiver to quickly understand exactly what is inside the pallet without opening anything. The shipment is converted into H-E-B inventory without manual key entry.

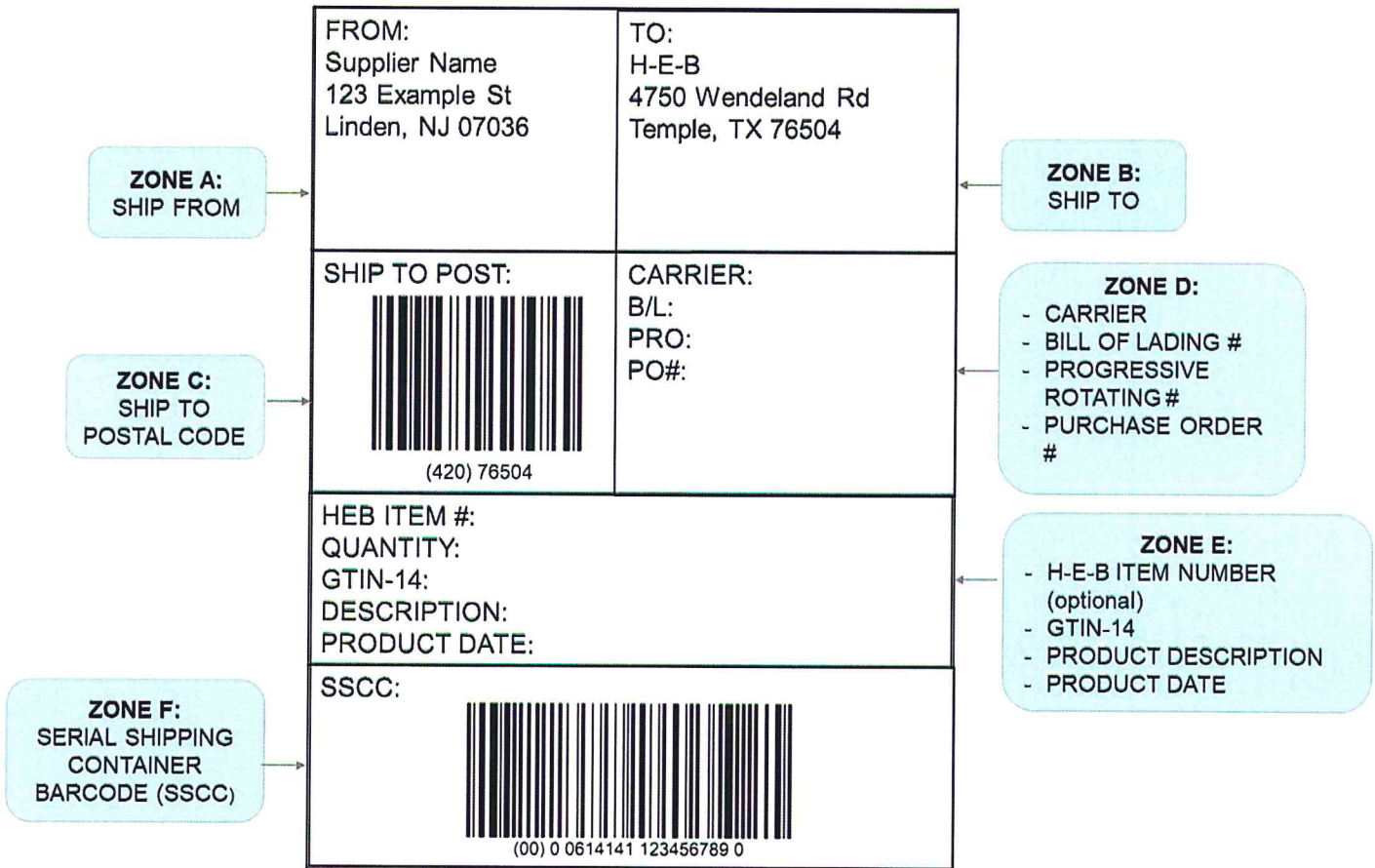
H-E-B requires that each logistic unit must be identified with a unique serial number, the Serial Shipping Container Code (SSCC). Each unique SSCC barcode is used to match the physical receipt of the pallet with the EDI Advanced Shipment Notice (ASN) document. For sending SSCCs on an ASN, vendor must be EDI856 enabled. This document lists H-E-B data element and barcode requirements for pallet labels.

All questions should be sent to [Supplier@supplier.heb.com](mailto:Supplier@supplier.heb.com)

# Requirements

## Standard Pallet: Label Example

- Human readable text should be at least 7mm in height.
- Sans Serif Font such as Arial or Universe is preferred for Human Readable and Barcode Interpretation text.



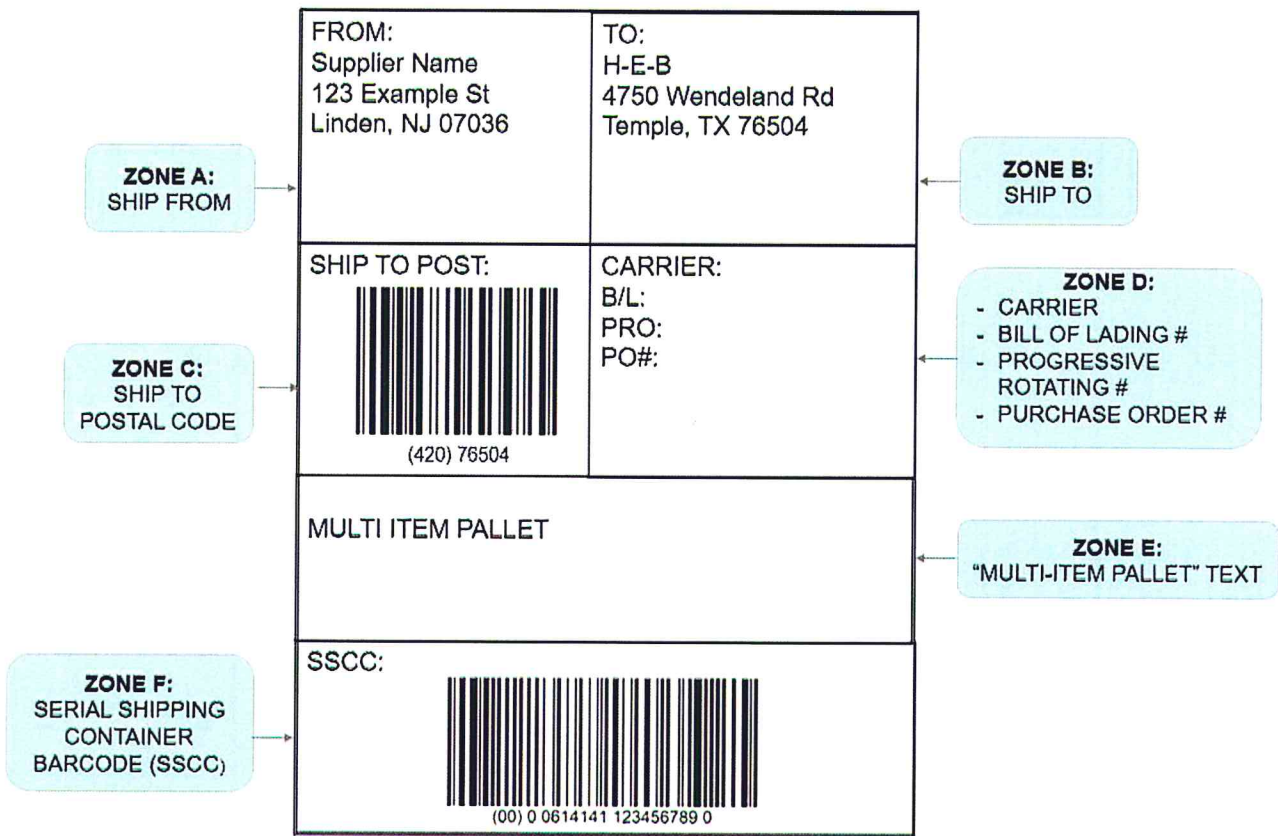
## Standard Pallet: Field Definitions

LABEL ZONE	ZONE DESCRIPTION	ADDITIONAL INFORMATION
<b>Zone A</b>	Supplier's Ship from Name, Address, City, State, and Zip Code in Human Readable format.	Applies to all Pallet Labels
<b>Zone B</b>	H-E-B Ship to DC Address, City, State, and Zip Code in Human Readable format.	Applies to all Pallet Labels
<b>Zone C</b>	Ship to Postal Code containing Application Identifier (420) and Zip Code corresponding to the Ship To location.	This Zip Code should also appear in Zone B (Ship To Location). Barcode should be in GS1-128 format
<b>Zone D</b>	<ul style="list-style-type: none"> <li>- Carrier Name</li> <li>- Bill of Lading #</li> <li>- Progressive Rotating # (PRO) (<i>optional</i>)</li> <li>- Purchase Order #</li> </ul>	PRO Number is used by LTL carriers for shipment tracking. PRO is optional in Zone D.
<b>Zone E</b>	<ul style="list-style-type: none"> <li>- H-E-B Item Number (<i>optional</i>)</li> <li>- Quantity</li> <li>- Global Trade Item Number (GTIN-14)</li> <li>- Product Description</li> <li>- Product Date (One of the following):               <ul style="list-style-type: none"> <li>- PROD DATE (Production Date)</li> <li>- PACK DATE (Packaging Date)</li> <li>- BEST BEFORE or BEST BY</li> <li>- SELL BY (Sell By Date)</li> <li>- USE BY or EXPIRY (Use By/ Expiration Date)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- 14 Digit Global Trade Identification Number (GTIN) is required.</li> <li>- Product Date should be in human readable format MM/DD/YYYY.</li> <li>- If a pallet contains multiple Product Dates, print the "first to expire" date.</li> </ul>
<b>Zone F</b>	Serial Shipping Container Barcode (SSCC)	<ul style="list-style-type: none"> <li>- See Page 3 for SSCC Format Guide</li> <li>- SSCC ID should be 20 digits total (2-digit Application Identifier + 18 digits).</li> <li>- SSCC ID = 1 Logistics Unit</li> <li>- SSCC ID must match the Advanced Shipment Notice (ASN) Detail record for the associated Logistics Unit</li> </ul>

## Mixed Item Pallet: Label Example

When one pallet destined for a H-E-B warehouse contains multiple Item Codes, the following label should be placed on the outside of the pallet. The text "Multi Item Pallet" should be printed in Zone E. If a "Shipper/Display Pallet" is one Item Code in the H-E-B system, then only one Pallet Label and SSCC ID is required.

In the scenario when a pallet has *multiple product dates* and one item code, follow the standard pallet label guideline and print the "first to expire" date in the product date field. H-E-B will also accept labels with all product dates on the pallet listed under the product date field.



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<b>Zone B</b>	H-E-B Ship to DC Address, City, State, and Zip Code in Human Readable format.	Applies to all Pallet Labels
<b>Zone C</b>	Ship to Postal Code containing Application Identifier (420) and Zip Code corresponding to the Ship To location (Barcode Format)	This Zip Code should also appear in Zone B (Ship to Location)
<b>Zone D</b>	<ul style="list-style-type: none"> <li>- Carrier Name</li> <li>- Bill of Lading #</li> <li>- Progressive Rotating # (PRO)</li> <li>- Purchase Order #</li> </ul>	
<b>Zone E</b>	<ul style="list-style-type: none"> <li>- Only the text "Multi Item Pallet" should be written in Zone E.</li> </ul>	
<b>Zone F</b>	Serial Shipping Container Barcode (SSCC)	<ul style="list-style-type: none"> <li>- See Page 3 for SSCC Format Guide</li> <li>- SSCC ID should be 20 digits total (2-digit Application Identifier + 18 digits).</li> <li>- SSCC ID must match the Advanced Shipment Notice (ASN) Detail record for the associated Logistics Unit</li> </ul>

## Proper Label Quality

### Mistakes to Avoid:

#### Poor print quality

Label printer should be checked regularly to ensure legible print. H-E-B recommends printing black barcodes on a white background.



#### Paper/ink not suitable

Label material and ink should be compatible to prevent smudging



#### Label has been applied beneath stretch wrap





## SSCC Barcode Format

- 1) Once assigned to a logistics unit, an SSCC number should not be reused to identify another logistics unit for a minimum of 12 months from the time it is shipped to H-E-B.
- 2) SSCC Barcode should be GS1-128 Format.
- 3) Application Identifier (AI) should be surrounded with parenthesis.
- 4) Barcode height should be a minimum of 31.5mm (1.250”).
- 5) Barcode Interpretation Text should be 3mm in height.
- 6) The minimum width of the Quiet Zones to the left/right of the GS1-128 Barcode is 10x.
- 7) Maximum GS1-128 Bar Code physical length is 6.5 inches including the Quiet Zones.

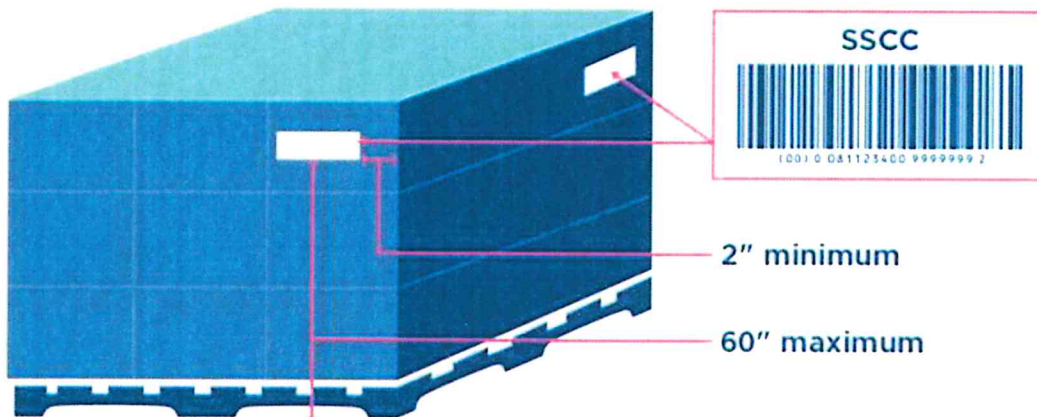


**Additional Information about GS1 Standard for SSCC Barcode:**

[https://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core\\_Download&EntryId=177&language=en-US&PortalId=0&TabId=134](https://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=177&language=en-US&PortalId=0&TabId=134)

## Pallet Label Placement

- For all pallets, labels with barcodes should appear on the upper right half side of the pallet, 60 inches maximum from the base of the pallet and at least 2 inches from vertical edge.
- Each pallet should at minimum have one label. For pallets it is recommended that two sides of the item are labeled with identical data to ensure one label is always visible.
- Labels should be placed on the *outside* of shrink wrap.



Reference: [https://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core\\_Download&EntryId=177&language=en-US&PortalId=0&TabId=134](https://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=177&language=en-US&PortalId=0&TabId=134)