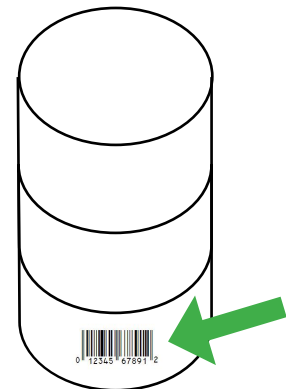


UPC BASICS

**Standardizing UPC Labels
Quality &
Location**



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UPC Quality Standards

Introduction

UPCs have been an accepted standard of labeling products sold in retail stores for over 40 years. Dollar Tree is raising our need to have your compliance with these long established practices.

Dollar Tree needs your help to insure that virtually all merchandise has a valid, high first pass read rate quality bar code. Any exceptions to this policy must have the approval of our Chief Merchandising Officer.

Below you will find the highlights of what we need you to focus on to maximize our information system. The success of fully utilizing the tools we have means better sales, replenishment and inventory turns for us and greater sales to those vendors who embrace this effort. These are the basic minimum guidelines. For complete UPC standards, access the GS1 website (formerly Uniform Code Council) at www.gs1.org.

What is a UPC?

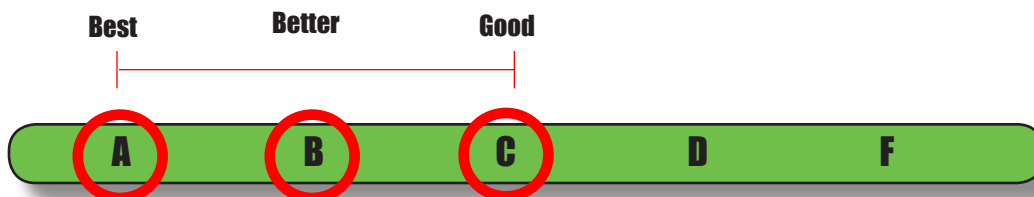
Uniform Product Code (UPC) is a high accuracy, machine-readable numbering system. It provides unique information on each item. An electronic scanner reads the UPC symbol which appears as a series of vertical bars and spaces.

When a SKU is created in our system, we must add all UPC's, including compressed 8 digit UPCs, that will be sold in our stores under that SKU. The information must be accurate and submitted to the buyer in a manner that greatly limits any clerical errors. Any changes or corrections to a UPC need to be submitted to your Dollar Tree Buyer prior to shipping.

Guidelines

Dollar Tree requires that all UPC bar codes are verified in accordance with the International Standard ISO/IEC 15416 Bar code print quality test specification – Linear Symbols. We require a minimum passing grade of 'C' or better as determined by a UPC quality verification scanner.

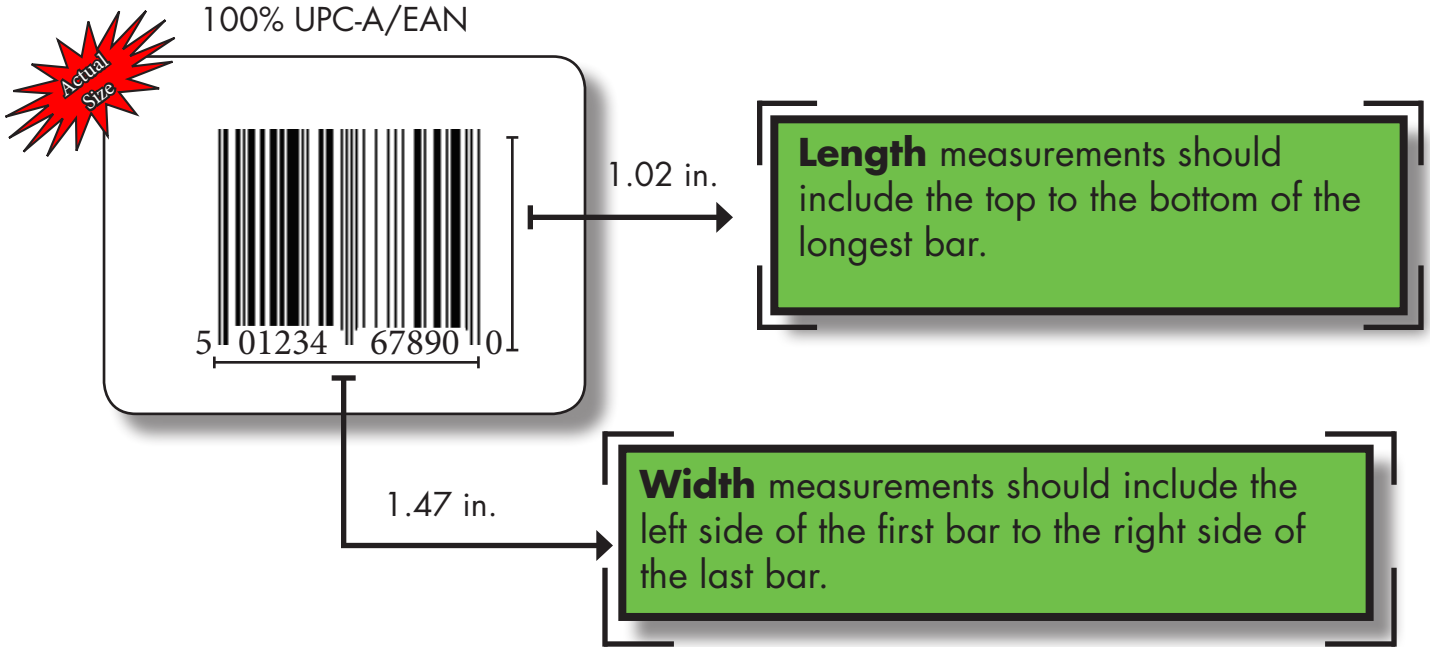
UPC's graded lower than a 'C' will not be accepted.



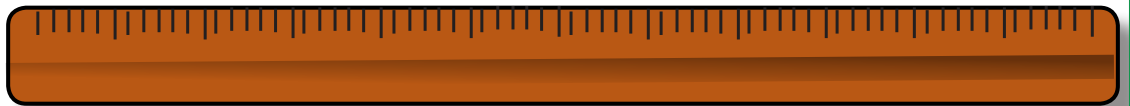
UPC Quality Standards

Guidelines continued

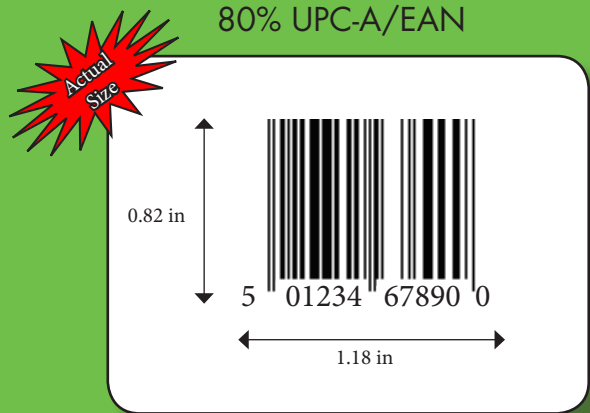
- Dollar Tree requires the UPC bar codes to be sized at 100%.



Use a measuring tool to compare sizes.



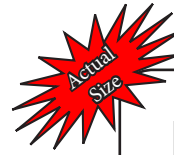
- If packaging is too small to accommodate a 100% sized UPC, it can be reduced to a minimum of 80%.



- Any exceptions must be discussed with your Dollar Tree buyer and samples must be provided and approved prior to shipping the goods.

UPC Quality Standards

Guidelines continued



0.25 in. "white space" or "quiet zone" on all sides and centered on label

- UPC printed bar codes must have a "quiet zone" or "white space" around the bar code. It should be a minimum of 0.25" on all sides.
- Printed bar codes must be centered within the white background area where UPC code is to be positioned on packaging.
- Colored backgrounds and bars can create scanning problems. Therefore, Dollar Tree recommends that the bar code color should be black and the background should be white.

Note: Never use the color red on a bar code. When different colors are used, the quality of that bar code must be even higher than a black bar code on a white label. Remember a "C" grade is the minimum standard. A grade lower than a "C" will not scan and you'll be required to reprint or re-label our product before it ships.

- If a package is wrapped in cellophane, plastic, or other reflective material, the UPC code must be applied as a separate sticker on the outside of the packaging. Dollar Tree package approval will be required for these types of items.
- The bar code label must be non-transferable. If the UPC is applied in the form of a sticker, the adhesive must be strong enough to prevent transfer to other merchandise or falling off the packaging.
- If you do not have a UPC # for your products, Dollar Tree will provide you with a UPC # for you to use in labeling the goods you are shipping to us. You will not be able to use this UPC# on orders shipped to any of your other customers.

UPC Location Standards

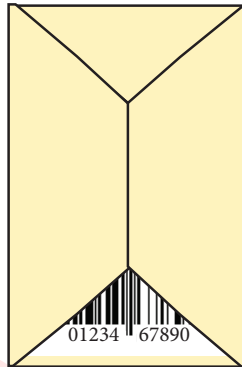
Accurate UPC Locations

Proper placement of your UPC on the product is crucial. For complete location guidelines please contact GS1 (formerly Uniform Code Council).

Inaccurate UPC Locations



Avoid Corner Wraps



Avoid Package Flaps



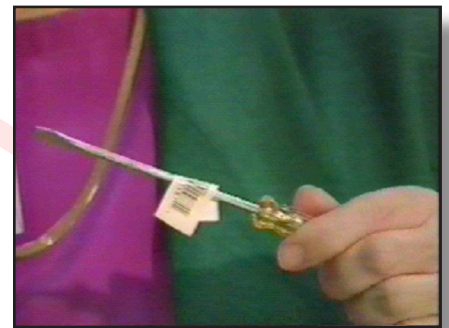
Avoid Non Centered UPC



Avoid Wrapping that Interferes with UPC



Avoid UPC Placement Behind Product



Avoid Label that Folds UPC

For More Information

The above information is the basic minimum guidelines. For complete UPC standards please contact GS1 (formerly Uniform Code Council) at:

Phone: 609-620-0200

Web site: www.gs1.org

E-mail: info@gs1us.org

UPC Bar Code verification devices can help you ensure that your bar codes have a valid high first pass read rate quality prior to production and shipping. Quality bar codes that are properly placed will help you avoid the expense of having to re-label product or reprint packaging.

Barcodes that scan mean better sales, replenishment and inventory turns for us and greater sales to the vendor.

UPC BASICS

Standardizing UPC Labels Quality & Location

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