

# Policy on Product Identification and Bar Coding

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For Books and Other Products  
Offered to Barnes & Noble

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Revised  
May 31, 2007

**BARNES & NOBLE**  
BOOKSELLERS

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## Introduction

This document contains the Policy on Product Identification and Bar Coding for books and other products offered to Barnes & Noble. It applies to products shipped to:

- All Barnes & Noble distribution centers
- Barnes & Noble stores.

Shipments to Barnes & Noble College Stores are not covered by these guidelines.

## Compliance

Compliance with the instructions in this document is essential to enable Barnes & Noble to offer the books and other products of our vendors to our customers in an efficient and timely manner. It is also a significant factor in our being able to reorder promptly to replace sales. Elements identified in these guidelines as “mandatory” must be present for a vendor to be in compliance.

Except as noted in the following paragraph, Barnes & Noble expects current compliance with this policy for new publications (publication date of January 2007 or later) or products. All backlist books and other previously existing products are expected to be in compliance after September 1, 2007.

Compliance with the requirement that each book or other product have only a single identifier and a single bar code is expected for new publications or products after March 31, 2008.

Action that may be taken by Barnes & Noble in the event of products not marked in compliance with these guidelines is described in the Efficient Receipts Program (also posted on our website).

Your Barnes & Noble vendor manager can provide answers for questions regarding the Barnes & Noble Policy on Product Identification and Bar Coding and related operational practices.

## Changes in the Guidelines

This release of the Barnes & Noble Policy on Product Identification and Bar Coding contains the following updates (changes) from the previous guidelines, issued on May 31, 2005 and September 15, 2006.

- Each carton of an assortment requiring more than one carton must be treated as a unit and assigned an identifier. ([Page 6](#))
- Beginning with 2007 publications, the human-readable ISBN must be shown in ISBN-13 format. The legacy ISBN-10 equivalent may be shown also at the option of the publisher. ([Page 2](#))
- Identifiers that are numbers with a prefix of ‘979’ but are not valid ISBNs issued by an ISBN agency are non compliant. ([Page 2](#))
- Only one identifier and bar code may be assigned to a book ([Page 2](#) and [Page 3](#)) or a non-book product ([Page 4](#)).
- A minimum acceptable bar code size for compliance is specified ([Page 3](#) and [Page 5](#)).
- The Bookland EAN on Cover 2 (inside front cover) of strippable paperback books must be located as described on [Page 3](#).
- Incremental Order Quantity (IOQ) packaging is defined and specified ([Page 6](#)).
- Identifier terminology used in this policy reflects movement toward global standardization:  
GTIN-12 is used instead of U.P.C. and GTIN-13 is used instead of EAN-13. Legacy terminology is shown in parenthesis.  
Bar code terminology differs in some cases from associated identifier terminology; for example, the GTIN-12 is encoded in U.P.C. symbology.

**Other changes primarily editorial in nature have been made to clarify descriptions and to bring ISBN references into compliance with the recent redefinition of the ISBN as a 13-digit identifier. As a result, it may appear that an element has been changed, depending on a previous interpretation by the reader.**

**Vendors are strongly encouraged to review this document in its entirety to ensure that our Policy on Product Identification and Bar Coding is clearly understood and to verify their understanding with their vendor manager.**

## BISG Product Identification Policy

The Board of Directors, Book Industry Study Group (BISG), approved BISG Policy 001, *Product Identification*, on September 18, 2003, and reaffirmed it on September 23, 2004.

The BISG Board of Directors also approved BISG Policy POL-0701, *Elimination of Dual Identifiers on Books and Related Information Products*, on March 18, 2007.

This policy calls for a single identifier and a single bar code on a book or other product. The policy also provides guidance in the form of a recommendation as to which identifier should be assigned to a given product or class of products.

Barnes & Noble supports both these policies in their entirety. The BISG policies are available at:

<http://www.bisg.org/documents/policies.html>

This Barnes & Noble policy has been developed in compliance with the two BISG policies.

## Identification For Books and Related Information Products

- All books and related information products offered to Barnes & Noble must be identified with an ISBN (International Standard Book Number) issued to the publisher by an ISBN agency affiliated with the International ISBN Agency.
- Identifying a book with a GTIN-12 (U.P.C.) is non-compliant with this policy.
- In keeping with BISG Policy POL-0107, books and related information products include:
  - Printed books and pamphlets, including guide books and instructional manuals intended for a wide audience
  - Books such as almanacs and devotional guides that include date references but are not intended as time determination instruments (not primarily as calendars)
  - Books in Braille
  - Publications or copies of physical publications in digitized form on various physical media such as tape, cassettes, CD-ROMs, DVDs, etc.
  - Educational or instructional matter; including text, pictures, graphic images, video, and software; on various physical media such as tape, cassettes, CD-ROMs, DVDs, etc.
  - Audio books (talking books) on various physical media such as tape, cassettes, CD-ROMs, DVDs, etc.
  - Mixed media publications where the principal constituent is text
  - Maps, in various forms and media, except maps intended primarily for decoration or amusement
- In accordance with international agreement, the formerly 10-digit ISBN was redefined as a 13-digit identifier effective January 1, 2007. Information on the revised definition and conversion of legacy ISBNs (ISBN-10s) to the new format is available on the BISG website:  
<http://www.bisg.org/isbn-13/index.html>
- Beginning with 2007 publications, the human-readable ISBN above the bar code on Cover 4 must be in 13-digit ISBN format. Where there is a legacy ISBN-10 equivalent, it may be shown also at the option of the publisher.
- All ISBNs converted from legacy ISBN-10 format will begin with the prefix '978'. Some new ISBNs issued by ISBN agencies will also begin with the prefix '978'. In the future, ISBN agencies will also issue ISBNs with the prefix '979'.
- A book identified with a number prefixed with '979' that is not an ISBN issued by an ISBN agency will be considered in non-compliance.

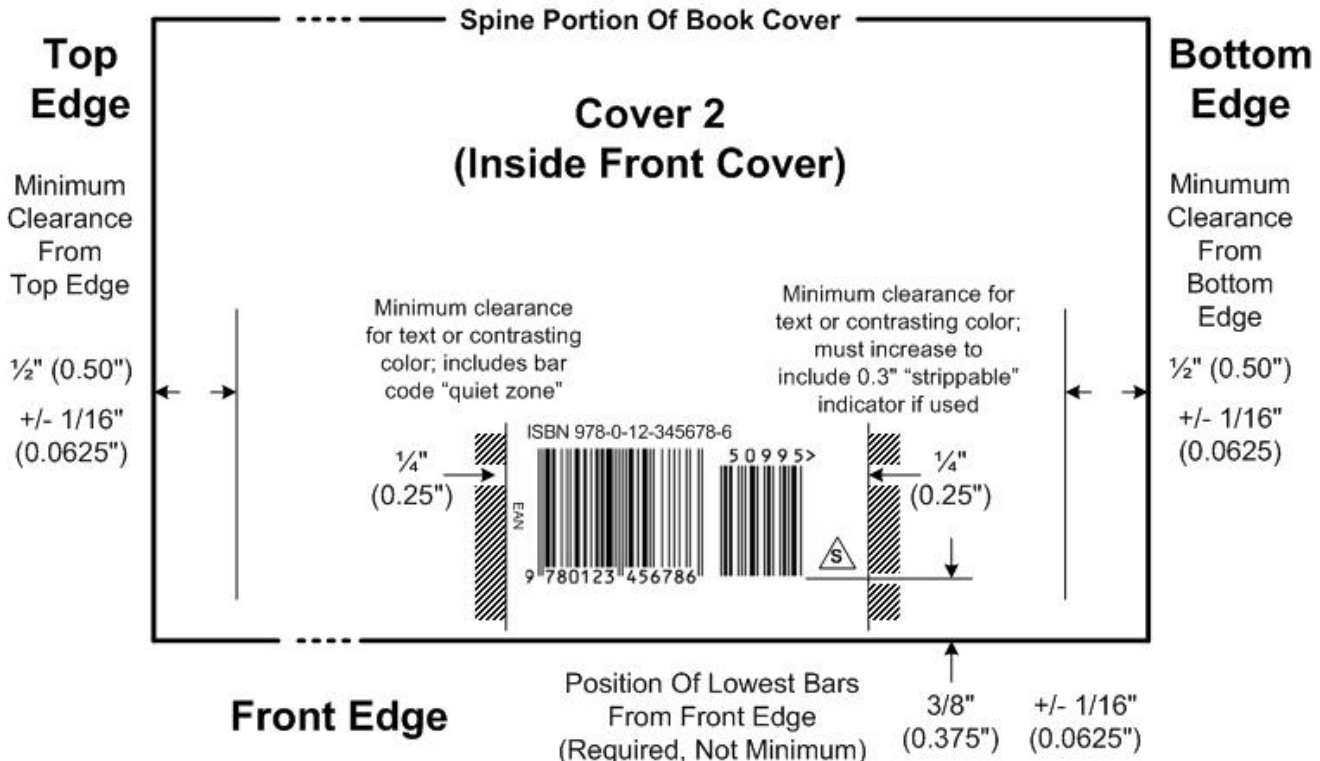
## Bar Coding Books and Related Information Product

### Bookland EAN

- All books and related information products offered to Barnes & Noble must be marked with a single Bookland EAN bar code in “picket fence” orientation along the lower edge of Cover 4 (back cover).
- The Bookland EAN bar code includes both the ISBN and an add-on bar code with the price. Detailed information on the Bookland EAN bar code and its placement on books is available on the BISG website: <http://www.bisg.org/documents/barcoding.html>.
- Barnes & Noble supports the bar coding guidelines of the Book Industry Study Group (BISG) and prefers bar codes no smaller than 80% reduction from the GS1 standard as recommended by BISG.
- The following will be considered non-compliant:
  - A Bookland EAN bar code (including add-on with price encoded) that is less than 7/16” high by 1 3/4 wide (80% reduction from GS1 standard preferred)
  - Any bar code in addition to the Bookland EAN
  - An EAN-13 bar code that is not a Bookland EAN
  - An item-specific U.P.C.
  - A Price Point U.P.C. on Cover 4 of a mass market paperback or other book or product
  - An identifier in the Bookland EAN prefixed with ‘979’ not issued by an ISBN agency

### Cover 2, Strippable Paperbacks

- A Bookland EAN bar code must appear on Cover 2 (inside front cover) of all strippable paperback books. The bar code must be in a “picket fence” orientation to the front edge of the cover (or “ladder” orientation with reference to the bottom edge) as shown in the graphic below.
- Placement may be anywhere along the front edge within the tolerances shown.
- The bar code is to be no smaller than 80% reduction from the GS1 standard.
- The bar code must not be rendered unreadable by embossing or cutouts.



- The “strippable” indicator (the letter ‘S’ in a triangle) is a required element of the information on Cover 2 of strippable paperbacks.

## Suggested Retail Price on Books

- All books offered for speculative stocking in Barnes & Noble stores must be marked with a human-readable suggested retail price (with dollar sign and decimal point). The suggested retail price must also be encoded in the add-on portion of the Bookland EAN bar code in accordance with the rules below.
- Neither a human-readable price nor a price in the bar code are required on a book purchased to fill a specific retail customer order or to be stocked only in a Barnes & Noble warehouse in anticipation of a customer order.

## Rules for the Price in the Bookland EAN Add-On Bar Code

<b>Prices in the Bookland EAN Add-On</b>		
<b>Data Stored in Add-On</b>	<b>Pricing Interpretation</b>	<b>Comments</b>
50001 – 59998	US\$0.01 – US\$99.98	Previously existing rules
59999	Price is not encoded and is understood to exceed US\$99.98. (Note: A price of US\$99.99 cannot be encoded.)	This value indicates a price greater than US\$99.98 and not encoded in the add-on, whether the price is within the expanded range or not.
10000 – 19999	US\$100.00 – US\$199.99	Recently increased range
20000 – 29999	US\$200.00 – US\$299.99	Recently increased range
30000 – 39999	US\$300.00 – US\$399.99	Recently increased range
40000 – 49999	US\$400.00 – US\$499.99	Recently increased range
<b>Other Values in the Bookland EAN Add-On</b>		
<b>Data Stored in Add-On</b>	<b>Pricing Interpretation</b>	<b>Comments</b>
00000	None Designated	Do Not Use
50000	None Designated	Do Not Use
60000 – 89999	No current meaning for price information.	Values in this range are to be ignored for pricing.
90000	Price is not encoded for this title.	90000 is understood to mean a net priced title or a title for which a list price is not suggested
90001 – 99989	No current meaning for price information.	Range reserved for industry wide uses.
99990 – 99999	Interpretation specified by NACS	Range reserved for designation by NACS for College Store uses.

## Identification and Bar Code For Non-Book Products

- Barnes & Noble supports the BISG Policy POL-0107, Elimination of Dual Identifiers on Books and Related Products. This policy recommends that non-book products be identified by GTIN-13 (EAN-13) or GTIN-12 (U.P.C.) identifiers that are not ISBNs and that the products display bar codes that are EAN-13 or U.P.C. (not Bookland EAN).
- BISG Policy POL-0107 lists the following as products for which an ISBN is not recommended:
  - Merchandise clearly not information product
  - Ephemeral printed material such as advertising or promotional matter
  - Wall, desk, and appointment calendars that are intended primarily as time determination or time management instruments
  - Reading-related products such as reading lamps, bookends, and bookmarks
  - Greeting cards
  - Games in various physical forms and electronic media
  - Art prints and art folders without title pages and text
  - Entertainment matter, such as sound or image recordings on various media such as film, tape, cassettes, DVDs, etc.
  - Software intended for any purpose other than educational
- Although Barnes & Noble supports and prefers compliance with the BISG policy, non-book products identified with ISBNs and marked with a Bookland EAN bar code will not be considered non-compliant.
- Barnes & Noble prefers bar codes no smaller than 80% reduction from GS1 standards.
- The following will be considered non-compliant:
  - A U.P.C. or EAN-13 bar code less than 7/16" high by 1 inch wide (80% reduction from GS1 standard preferred)
  - A Bookland EAN bar code (including add-on with price encoded) that is less than 7/16" high by 1 3/4 wide (80% reduction from GS1 standard preferred)
  - More than one bar code on a product
  - A Price Point U.P.C.

## Suggested Retail Price on Non-book Products

- Barnes & Noble requires source marking of a human-readable suggested retail price (with dollar sign and decimal point) on non-book products.
- For products identified with a GTIN-13, a new GTIN-13 must be assigned when the human-readable suggested retail price is changed. There is no add-on with this identifier or bar code.
- For products identified with an ISBN, the human-readable suggested retail price must be encoded in the Bookland EAN add-on bar code.
- A human-readable price is not required on a non-book product purchased to fill a specific retail customer order or to be stocked only in a Barnes & Noble warehouse in anticipation of a customer order.

## Incremental Order Quantity (IOQ) Packaging

- IOQ packaging is a practice that improves supply chain efficiency. Units of a product intended for retail sale as individual items are bundled in quantity in an “inner pack”. For example, bookmarks sold individually at retail may be bundled in packages of 6 units for efficient handling through the supply chain.
- A label (IOQ Label) must be applied to IOQ packages with the following information:
  - Title or product description
  - Human-readable item identifier (ISBN or GTIN-13 for the unit, NOT a pack identifier)
  - Bookland EAN or EAN-13 bar code
  - The literal "Pack Of \_\_ " where the quantity contained in the pack is inserted.
- The layout and dimensions of the IOQ Label are not critical, except the bar code must be at least 7/16” high by 1 3/4” wide (including add-on bar code with suggested retail price) for the Bookland EAN or 7/16” high by 1” wide for the EAN-13.

## Assortments, Displays, and Pre-Packs

- Assortments, including displays and pre-packs, that may be ordered as a unit are to be assigned an identifier, either ISBN or GTIN-13 (EAN-13), for the assortment.
- If an assortment, including displays and pre-packs, must be shipped in more than one carton, the portion contained in each carton must be treated as a unit and assigned an identifier, either ISBN or GTIN-13 (EAN-13).
- The portions (cartons) will be considered separate entities for the purposes of ordering and receiving. Each carton must be treated separately in Advance Ship Notice (ASN) transmissions.