



The Global Language of Business

How to...

...barcode money-off coupons



How to barcode money-off coupons

Many retailers and manufacturers use money-off coupons in magazines or sent direct to customers. We are also seeing more coupons being distributed digitally then printed and presented as paper coupons at the till.

GS1 has developed a separate Digital Coupon Management Standard (www.gs1uk.org/standards) aimed at digital coupons distributed on smart phones and tablets.

Benefits

It is best practice to let your trading partners know when you're issuing money-off coupons before they are circulated. The following structure for money-off coupons ensures that the coupons can be scanned and accepted at the point of sale – avoiding inconvenience at the till.

These coupons can be captured automatically and the retailer can also distinguish between promotions funded by them or a manufacturer.

Creating coupon barcodes

Points to remember:

- Coupon barcodes are 13 digits long to match the standard global barcode length.
- As the money-off amount is contained in the barcode, they can't be used for % off promotions.
- There are three different coupon barcode formats around the world: UK specific promotions, Eurozone promotions, and promotions in other countries.

These are explained below.

UK specific promotions

We'll provide a **coupon issuer number** to each company who wants to issue barcoded money-off coupons in the UK. Each coupon issuer number is six digits long, and is used to create a unique 13-digit number for each promotion.

Apply using the coupon application form at www.gs1uk.org/additional-numbers

Coupon issuer number	Coupon reference number	Redemption value	Check digit
99XXXX	NNN	VVV	C

The **coupon reference number** will be allocated by the company funding the promotion, this means each coupon issuer number from us can be used for up to 1,000 different promotions.

The encoded **redemption value** is given in pennies, and must equal the value printed on the face of the coupon. For example, the value of £1.50 will appear as 150. For coupons with a higher value than £9.98, the figures 999 are used and the checkout operator is automatically prompted by the system to key in the value from the coupon.

The **check digit** is calculated using the same calculation as other GTINs. Coupon numbers can be re-used, if necessary, 48 months after the issue of the last coupon with that number.

Eurozone promotions

We will provide a **euro coupon issuer prefix** to each company who wants to issue barcoded money-off coupons in the Eurozone. Apply using the coupon application form at www.gs1uk.org/additional-numbers.

There are two different types of prefixes for euro coupons:

- Money-off coupons with a value of up to EUR 99.8
- Money-off coupons with a value of up to EUR 9.98

These are shown below:



Euro coupon issuer number	Coupon reference number	Redemption value	Check digit
981RRRR	NN	EE, E	C
982RRRR	NN	E, EE	C

Promotions in other countries

If you need to run a money off promotion in any other currency, please contact us.

Depending on the currency needed for the coupon you may need to join the appropriate GS1 member organisation for that country.

Creating your coupon

Coupons will be scanned at a retail point of sale so they must be barcoded with an EAN-13 barcode. The size of a barcode is defined in terms of its x-dimension which is the nominal width of its narrowest bars and spaces.

The range of x-dimensions that is allowed at the retail point of sale is 0.264 mm.to 0.66 mm, but most retailers prefer to scan bar codes with an x-dimension of 0.33 mm, which is often known as a 100% magnification. More information on this can be found in our Barcoding – getting it right guide (www.gs1uk.org/support)

The standard format for the barcode on the coupon is for the barcode image to have a white background and placed at least 10mm from the base and right-hand edge of the coupon.

You can create your coupon barcodes from **My Numberbank** when you login as a GS1 UK member.

Additional support

Further information can be found at www.gs1uk.org/standards

Our Member Support Team can also help you with any query.

You can also visit The Institute of Promotional Marketing for best practice advice on coupon use and design at www.theipm.org.uk

Contact us

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