**ASSOCIATION
OF COUPON
PROFESSIONALS**

GS1 DataBar
for U.S. Distributed Coupons:
A Practical Guide

Presented by:
ACP GS1 DataBar Best Practices Taskforce

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GS1 DataBar for U.S. Distributed Coupons

Changing Coupon Bar Codes

By the late 1990s, the rate of new U.S. manufacturers registering with the GS1 US for company prefixes indicated that the organization needed to re-evaluate the policy of assigning only 6-digit U.P.C. Company Prefixes. These conditions led to the expansion of the number of digits used for GS1 Company Prefixes which began in 2000.

Because the existing coupon codes, the U.P.C. and Coupon Extended Code (GS1-128), could not accommodate a U.P.C. Company Prefix longer than six digits, along with other factors, manufacturers receiving the new longer prefixes could not accurately code coupons for use at point-of-sale or clearinghouse processing.

With the knowledge that GS1-assigned company prefixes had to expand, the Joint Industry Coupon Committee (JICC) and GS1 US conducted an industry survey to collect feedback from industry participants about other potential coupon bar code enhancements. Feedback was solicited from coupon industry partners, including retailers, manufacturers, processors, third-party agents, ad agencies, and point-of-sale providers. The suggestions were collected, vetted, and the industry collaborated to create the specification for a new coupon code, based on reduced-space symbology, a standard that the retail industry had already selected for other applications.

In 2007, the GS1 issued the new 8110 Application Identifier, to be used within the DataBar, making the symbology applicable to coupons. The GS1 DataBar for Coupons holds 25 to 39 digits of required coupon data, with the flexibility of expanding to 70 digits with the use of optional data fields.

The industry allowed for a 3-year transition to the DataBar, which began in 2008 with the implementation of an interim coupon bar code. The interim code was comprised of the legacy U.P.C. code, with the addition of the new DataBar code. The target date for industry-wide GS1 DataBar implementation was January 2011.

DataBar Functionality

- Accommodates the 6- to 12-digit GS1 Company Prefix, minimizing collisions with other manufacturer coupon offers. Manufacturer offer code field length is 6 digits
- Allows for discount face values from $0.01 to $999.99, independent of purchase requirements
- Allows for purchase quantity requirements to be set, independent of face value
- Allows for minimum order size requirements to be set
- Allows for free coupon up-to-values to be included in bar code
- Allows for the definition of up to three purchase requirement conditions, reducing the need for using the 992 bypass validation family code
- Facilitates agency or cross company promotions - allows issuers to "fund" a promotion while also coding for qualifying purchase requirements for promoted products
- Allows for complete expiration date coding – YY/MM/DD
- Allows for start date coding – YY/MM/DD
- Variable length field up to 15 digits is available for serialization or other unique identifiers
- Bar code may include a do-not-multiply flag
- Retailer GLN field and store coupon flag are also available as optional elements

Required Data Elements*

- Application Identifier   (8110 = coupon in DataBar format)
- Primary GS1 Company Prefix   (6 to 12 digits, leading zeroes are significant)
- Offer Code   (6-digits, leading zeroes are significant)
- Save Value   (1 to 5 digits)
- Primary Purchase Requirement   (1 to 5 digits)
- Primary Family Code   (3 digits, manufacturer assigned/managed)

*Minimum data requirements for creating a GS1 DataBar

Optional Data Elements

- Second Company Prefix, Family Code, and Purchase Requirement
- Third Company Prefix, Family Code, and Purchase Requirement
- Expiration Date
- Start Date
- Serial Number
- GS1 Retailer Company Prefix or GLN
- Do Not Multiply Flag
- Store Coupon Flag

GS1 DataBar Implementation Benefits

- Expedited retail reimbursement through data accuracy
  - Coupons can more accurately be accounted for and directed to the correct manufacturer for reimbursement
- Reduced manual intervention at retail checkout
  - Less cashier intervention due to enhanced coding options
  - Expiration dates may be systematically checked via the POS
- Increased capabilities of handling more complex coupon promotions
- Increased compliance with intended terms of coupon promotions-reducing misredemption
- Fraudulent or counterfeit coupons can be identified and blocked systematically
- Improved tracking of coupon-related sales based on redemption purchase requirements

GS1 DataBar Manufacturer Adoption

Several large CPG manufacturers began the transition to the final GS1 DataBar in the second half of 2011. These early-adopters were joined by most of the remaining manufacturers by mid-2012. The ACP and industry partners continue to monitor for compliance, and all remaining manufacturers are strongly encouraged to remove the interim coupon UPC and implement the final DataBar.

GS1 DataBar Retailer Readiness

While a majority of retailers have indicated they are GS1 DataBar ready, what does that really mean?

The ACP has come to understand through various industry surveys, member input, and partner testing, that while the majority of large grocery, drug, and mass retailers are ready to scan the GS1 DataBar and issue an appropriate consumer discount, most have not yet completed all of the development necessary to take full advantage of the enhanced DataBar features. Many retailers have indicated they are validating only to the primary purchase requirement field at this time. Additionally, primarily only those retailers that were already validating to the family code level have indicated they are still doing so within the new code. Beyond this basic-level of industry readiness, there remain gaps. For instance, retailers in channels like convenience, dollar, and specialty stores do not yet have point-of-sale systems that are capable of scanning coupons at all.

When implementing the current specification, there was an expectation that the retailers would validate all elements of the GS1 DataBar. The designation for "required" and "optional" elements in the specification was meant to support additional manufacturer validation rules when they were needed. We have learned that some retailers may have interpreted that they were not required to validate for

GS1 DataBar Retailer Readiness (continued)

the optional fields, or they have made a business decision not to do so. Incomplete or selective processing of the DataBar is the primary source of validation gaps. These validation gaps have meaningful impact on retail operations including:

- Inability to systemically validate complex offer criteria
- Inability to detect expired coupons without cashier intervention
- Perpetuates continued inefficiencies due to manual intervention
- Increased potential for unsatisfactory consumer experience
- Increased potential for chargebacks due to non-compliance

Preliminary feedback has been that some retailers are planning to address their enhanced GS1 DataBar development in a phased approach. In fact, many retailers are currently confirmed to be planning software upgrades, or are in the midst of updates. Retailers should be encouraged to implement for complete GS1 DataBar validation to achieve the following benefits:

- Support for variable-length GS1 Company Prefixes
- Provides for an expanded range of offer values and purchase quantities
- Enables systematic expiration date checks
- Accommodates validation of dual and complex offers
- Ties bonus coupon value limits to stated purchase requirements
- Allows for retailer specific coupons
- Increases point-of-sale efficiency
- Ability to leverage other industry supported controls, such as systematically checking for known counterfeit coupons.

GS1 DataBar Limitations

- While the introduction of the new DataBar has increased validation capabilities of the coupon bar code, the basic function of a coupon has not changed. The purpose of manufacturer coupons is to give the consumer a specific discount or free item at point-of-sale.
- Only one distinct discount value may be coded, e.g. cannot code "buy 1 get $1,or buy 2 get $1.50"
- Free values must be pointed to a company prefix and family code listed in the purchase requirements.
- No more than three (3) company prefixes can be validated.
- Cannot get a product for a pre-determined price (get X for $2.00)

DataBar Common Issues & Watch-Outs

Incomplete or Incorrect GS1 Company Prefix

One of the most common errors seen in coding is the use of an incomplete or incorrect GS1 Company Prefix. GS1 US Company Prefixes are currently between 6- and 11-digits in length. Following are examples of common coding errors.

Complete GS1 Company Prefix	Sample Incomplete Prefix	Issue
0012345	012345	Missing the leading digit
0812345**001**	0812345	Missing last 3-digits
0**6**12345	0012345	Incorrect prefix
5012345	0012345	Missing country code

All digits of the GS1 Company Prefix are meaningful. If the prefix used is incomplete, this will cause scanning and in-store validation issues. If you are unsure of your GS1 Company Prefix you may contact the GS1 US toll-free at (866) 648-0507. You may also use the following web-based look-up utility to help determine your company's assigned prefix.

http://gepir.prod.gs1us.org/GEPIR/jsp/client.jsp

You may obtain a company prefix certificate from the GS1 through the following link.

http://link.coremotivesmarketing.com/v/306/d944adb0c2039ba273c624aa3b1efc381fbb27d461ebc86a

Incorrect GS1 Company Prefix Variable Length Indicator (VLI)

Sometimes the GS1 Company Prefix utilized is correct and complete, but the associated variable length indicator is incorrect, causing an error in evaluating for the company prefix at the point-of-sale.

GS1 Company Prefix	Correct VLI
0012345	1 [6 + 1 = 7 digits]
0812345678	4 [6 + 4 = 10 digits]
030123	0 [6 + 0 = 6 digits]

DataBar Common Issues & Watch-Outs (continued)

Incorrect GS1 Company Prefix due to NDC Coding Structure

The only GS1 US Company Prefixes with a length of 6-digits are those assigned to manufacturers with OTC products coded using NDC coding structures. These are in what is commonly referred to as the "system 3" ranges 030001 to 030999 and 038000 to 038999.

Manufacturers with prefixes in this special range should take care to use a VLI of "0" along with their 6-digit GS1 Company Prefix.

Other U.S. manufacturers may have valid company prefixes that begin with a 03 followed by 5 additional digits. One way to evaluate for a correct length is that if the 03 is NOT followed by a 0 or 8 (as per the ranges noted above) then the correct prefix length will be 7-digits. *Example: 0312345 versus 038123*

Incorrect GS1 Company Prefix due to Variable Length System 8 Prefix

Currently, the only GS1 US Company Prefixes longer than 7-digits are in the "system 8" range. This variable length structure was created as a way to expand the number of available prefixes and has often been used for CPG industry partners who do not manufacture, but may want to fund coupon offers, or for manufacturers who have a limited product portfolio.

A common coding error is to include only the first 7-digits of the prefix, instead of the complete 8- to 11-digit number. Not coding these complete prefixes may cause validation conflicts at the point-of-sale, and cause redeemed coupons to be misdirected during the clearing process.
Example: 0812345 is not the same company as 0812345001 or 0812345002

Incorrect GS1 Company Prefix due to Internationally Assigned Prefix

While the GS1 DataBar coupon barcode was developed as a North American standard, there are an increasing number of international CPG manufacturers selling product and issuing coupons in the U.S.

In the global arena, the first 2-digits of the GS1 Company Prefix correspond to the assigned country. For example, in the U.S. the country codes in use are 00 to 09. As an example, the United Kingdom uses 50, Japan uses 45 and 49, and France uses 30 to 37.

When global companies do not have a U.S. assigned company prefix, and wish to issue a coupon, the best practice is always to use the complete GS1 Company Prefix including the country code. Not using the complete prefix could result in point-of-sale scanning failures, potential conflict with U.S. company prefixes, and misdirection of the redeemed coupons during processing.
Example: GS1 Company Prefix 5012345 (UK) is not the same as 0012345 (US)

DataBar Common Issues & Watch-Outs (continued)

Use of Universal Family Code 000 vs. Bypass Validation Family Code 992

The family code is a required element within the GS1 DataBar coupon barcode.
Family code structures are established by manufacturers for the purpose of better defining the group of products for which a coupon offer may be redeemed. Large manufacturers have robust family code hierarchies, while small manufacturers may have assigned no family codes at all.

Beyond the manufacturer-assigned codes, there are two industry-defined family codes, 000 and 992. The use cases for each are very different and should be clearly understood.

For a standard cents-off product coupon ($1.00 off when you buy 1 product);

- The 000 "universal" family code means that any product(s) matching the coupon company prefix can be used to validate the coupon redemption;

- Conversely, the 992 bypass validation family code means that the discount will be applied to the order regardless of whether any promoted item was purchased.

- While there are coupon coding situations where use of the 992 family code is required to ensure proper scanning at the point-of-sale, you should be aware that this bypass code is familiar to the online coupon communities, and may result in intentional consumer misredemption.

For an off-transaction coupon type ($1.00 off when you spend $1.00);

- To avoid point-of-sale logic conflicts, the family code 000 should be used;
- Otherwise the 992 will negate the minimum purchase requirement condition.

Free Coupons and the Use of the Maximum Value

The GS1 DataBar specification for coding free product coupons is to include the appropriate Save Value Code and an "up to value" in the Primary Purchase Value field. Manufacturers should be aware that at this time, for those retailers who are only validating for the primary purchase requirement field, free coupons may be treated by the point-of-sale as if they are fixed value discounts. One outcome is that this could result in excess value given the consumer, or alternatively the coupon rejects because the value exceeds the price of the only validated item. Another possible outcome is that the free item was in the 2nd or 3rd purchase requirement fields, and since those fields aren't being considered by the point-of-sale, the coupon could also reject.

A temporary workaround seen in use in the marketplace is to NOT include an up to value in the DataBar code. Interim use of this option on free coupons should be evaluated based on each company's own promotional budget, coupon processing and redemption policies.

DataBar Common Issues & Watch-Outs (continued)

Non-Manufacturer/Funder Only Coupon Offers

Sometimes a company other than a manufacturer wishes to issue a coupon offer, for example a broker or other promotion company. By definition, the company prefix for the funder of the coupon discount is to be used in the Primary Purchase Requirement field. In this case the purchase requirement quantity would be set as 0, and the 2nd and/or 3rd purchase requirement fields would be used to define the promoted products. Once again, for those retailers who are only validating for the primary purchase requirement field, this may cause the coupon to reject, or alternatively the point-of-sale to indiscriminately apply the discount because 0 units were required in the primary field.

Checker Intervention and POS Validation Overrides

There have been situations noted that even when Checker Intervention coding is in place, some retailer point-of-sale systems may still try to validate for the conditions in the primary purchase requirement field. This may result in a discount being given when the offer requirements have not been met, or alternatively a coupon being systematically rejected because the primary purchase requirement fields were not sufficient to validate the offer.

Percent Off Coupon Limitations

While the GS1 DataBar specification does include a "percent-off" discount, manufacturer-sponsored coupons of this type cannot be cleared through the normal coupon settlement process, and therefore should not be considered part of the standard manufacturer coupon tool-set. By design, the actual discount value must be calculated by the retailer's point-of-sale at the time of purchase. If there is any interest in issuing this type of offer on a retailer-specific basis, the manufacturer must obtain prior authorization from the retailer and agree on how redemption reimbursement will be managed.

How Retailer Coupon Validation Capabilities Impact Coupon Coding Choices

As you can see from the sections above, a combination of retailer business policies and point-of-sale system capabilities drive coupon purchase validation implementation. While the GS1 DataBar allows for enhanced validation levels including a 2nd and 3rd purchase requirement designation, retailers are still making progress in their ability to evaluate for those additional conditions.

The current guidance in this area would be to:

- Design simple and easy to communicate offers
- Avoid coding complex purchase requirements whenever possible
- Consider consequences if only the primary purchase requirement is validated
- Consider the possibility that family codes will not be validated
- Based on these conditions, consider a more straight forward way to code the offer

GS1 DataBar Frequently Asked Questions

Company Prefix

1. **What version of my Company Prefix should be coded in GS1 DataBar coupon barcodes?**
   This number must be your complete GS1 Company Prefix. For companies that licensed their Company Prefix from GS1 US (formerly Uniform Code Council), the license certificate contains two prefixes: a GS1 Company Prefix and a U.P.C. Company Prefix. The U.P.C. Company Prefix is only used to construct GTIN-12 numbers for UPCs to identify and barcode products. The U.P.C. Company Prefix is the GS1 Company Prefix with the leading zero removed, which makes the full number globally unique.

   Examples:
   U.P.C. Company Prefix 012345   GS1 Company Prefix 0012345
   U.P.C. Company Prefix 614141   GS1 Company Prefix 0614141
   U.P.C. Company Prefix 30056   GS1 Company Prefix 030056

2. **Can companies share Company Prefixes?**
   Company prefixes should not be shared. Every corporate entity must be able to be uniquely identified by their GS1-assigned Company Prefix. While marketplace transitions are necessary when a brand is sold to another company, the best practice is that the acquiring company changes the UPCs of the acquired product, as well as the associated GS1 Company Prefix on coupons, within a one year period.

3. **What is a Variable Length Company Prefix?**
   While the GS1 DataBar field can accommodate up to 12 digits, currently the GS1 US is assigning GS1 Company Prefixes between 6 and 11 digits in length. This number is assigned by GS1 US based on the number of items needing a product UPC. For example, manufacturers with large product lines may be assigned a 7-digit company prefix, leaving 100,000 item numbers available. Small manufacturers with few products may be assigned a 10-digit company prefix, leaving only 100 item numbers available for their product UPCs.

4. **We've acquired another Brand and for a while the Brand will have two different Company Prefixes. Do I have to use the 992 Bypass Validation Family Code?**
   Not necessarily. The GS1 DataBar allows you to use up to 3 company prefixes and/or 3 family codes. In this situation you may use the "or" validation condition. The company prefix of the "funder" (acquiring company) of the offer should appear in the primary purchase requirement field, with the "old" (acquired) company prefix appearing in the secondary purchase requirement field.

Company Prefix

5. **What if I don't know the Company Prefix of an item, or the item is a category/perimeter item (i.e. Buy X, get $1 off any brand of Milk)?**
   For purchase requirements where the company prefix is not known, or the item is a generic product, the use of Checker Intervention can be implemented to have the item manually validated by the cashier. In this scenario, the funder of the offer must have a valid company prefix, and that prefix must be used in the primary company prefix field.

6. **How do I code the Company Prefix if my product has an EAN-13 and not a U.P.C.?**
   The GS1 Company Prefix is used to build the EAN-13, in the same way a U.P.C. Company Prefix is used to build a U.P.C. The GS1 Company Prefix used to build the EAN-13 should also be used for your coupon.

7. **Do I have to put my Company Prefix in each Qualifier if it is the same for all purchase requirements?** No. When coding more than one purchase qualifier, you will have the option to "use Primary Company Prefix" within the second purchase requirement definition. The resulting code will tell the POS system to default to the primary company prefix for the qualifier, thereby reducing the number of digits needed for the barcode.

8. **How do I code for Funder only/Co-Op offers?**
   By default, the primary company prefix identifies the funder. In order to identify a manufacturer or retailer as a funder only, with no required item to be purchased from that funder, a zero would be coded for the primary purchase requirement.

Offer Code

1. **What is an Offer Code?**
   This is a unique number assigned to the coupon offer by the manufacturer, to allow for distribution and redemption reporting and results tracking at the offer level.

2. **Is an Offer Code Required?**
   Yes, the offer code is a required element in GS1 DataBar coupon barcodes.

3. **What is the format of the Offer Code?**
   The offer code must be 6 digits in length. If the code is less than 6 digits, then the offer code must filled with leading zeroes, e.g. 12345 must be entered as 012345.

GS1 DataBar Frequently Asked Questions (continued)

Save Values

1. **Can I still user Checker Intervention?**
   Yes, but Checker Intervention carries a slightly different meaning within the GS1 DataBar coupon barcode. A Save Value is always coded within the barcode, so Checker Intervention only takes the place of a purchase requirement.

2. **How and when do I use Max Value?**
   The Maximum Value can be used in "free" offers where only one product is given free, and Save Value Code "1" is used. For these offers, the maximum value can be coded in the Save Value field.

3. **What is the format of the Save Value field?**
   a. **Cents Off Item (Save Value Code "0")** – Save Value format is in cents, with 2 decimals assumed. Do not enter leading zeros.
   Example: Save Value $1.00 = 100
   Example: Save Value $0.75 = 75

   b. **One Free Item (Save Value Code "1")** – Save Value = maximum value and is in cents.
   Example: Maximum Value of $1.99, then Save Value = 199

   c. **Multiple Free Items (Save Value Code "2")** – Save Value = number of items to be given free
   Example: Offer "Buy 5 Get 2 Free", Save Value = "2"

   d. **Percent Off (Save Value Code "5")** – Save Value = percentage off
   Example: Save Value 15% = 15

   e. **Cents Off Order (Save Value Code "6")** - Save Value format is in cents, with 2 decimals assumed. Do not enter leading zeros.
   Example: Save Value $1.00 = 100
   Example: Save Value $0.75 = 75

GS1 DataBar Frequently Asked Questions (continued)

Family Codes

1. **What are Family Codes and why are they necessary?**
   Family codes are 3-digit numbers that are assigned by a manufacturer for the specific purpose of facilitating more accurate coupon purchase validation at Point-of-Sale. The family code may represent a single item or a family of items under the corresponding GS1 Company Prefix for which a coupon may be used.

2. **How is the "000" Family Code interpreted?**
   Using "000" in the family code field will allow a consumer to purchase any item also coded with the indicated company prefix.

3. **What is the 992 family code?**
   The 992 Bypass Validation Family Code tells the POS to bypass any attempt at purchase validation at the company prefix level, and simply issue the discount as defined in the save value field.

4. **Do all retailers validate to the family code level?**
   No. Retailer validation levels vary. If a retailer is not validating for family codes, the purchase will only be checked against the corresponding company prefix.

Dates

1. **Can I code an Expiration date/Start date?**
   Yes, an Expiration date and Start date can be coded in the GS1 DataBar. Please note that when populating the date fields, the corresponding dates should also be printed on the face of the coupon to avoid consumer or cashier confusion. While a familiar best practice for Expiration dates, this is a new callout when Start dates are coded.

2. **What are the formats of the Expiration/Start dates?**
   The DataBar date formats are YYMMDD.

3. **Are the Expiration and Start dates required?**
   Both date fields are considered optional for manufacturer coding, however the industry highly recommends that the Expiration Date be included whenever possible.   Imbedded expiration dates are foundational for tighter promotion management and fraud mitigation.

GS1 DataBar Frequently Asked Questions (continued)

Retailer-specific / Serial Numbers / Doubling

1. **Can a DataBar be Retailer-specific?**
   Yes. The DataBar allows for the entry of either the Company Prefix of the retailer (assigned by GS1 US) or the entire GLN for a location. These numbers should be obtained directly from the participating retailer. It is important to note that this level of validation only occurs if a retailer has implemented for it.

2. **Can I use a Serial Number?**
   Yes.
   A DataBar Serial Number may be between 6- to 15-digits in length. While foundational for enhanced redemption controls, at this time serialization is in limited use and is not currently being monitored at the point-of-sale.

3. **Can I request Do Not Double?**
   Yes, under certain conditions. This is a flag that should only be used for in-store distributed coupons and when requested by the retailer. Another important note is that if even one element is entered in the miscellaneous data field segment, then ALL fields in that segment must be populated.

Format

1. **How many digits can a DataBar have?**
   The maximum number of digits a DataBar can have is 70-digits, the least is 25.

2. **What if I have more than 70 digits?**
   Typical DataBar generating software will truncate/remove any content beyond 70-digits. This will cause the DataBar to not be read as intended at the point-of-sale, or not at all.

3. **How many stacked rows can a DataBar have?**
   The recommended industry best practice is to create a DataBar for coupons with no more than two stacked rows. GS1 studies have shown that scan performance rapidly declines at higher stacking levels.

Format

4. **Can I shrink the DataBar to make it very small or truncated the rows?**
   Industry guidelines specify that the DataBar not be reduced below 80% magnification. Truncation, or reduced-height codes are also not recommended. Failure to comply with these recommended guidelines may impact the scanability of your coupons in stores, and throughout the clearing process.

5. **What are the exact dimensions of the DataBar?**
   DataBar height and width will vary depending on the number of digits encoded, magnification, and segment format chosen. Optimally, a DataBar coupon code has an X-Dimension of at least 10.4 mils. As noted above, the X-Dimension may be reduced to 8 mils provided the overall bar height is at least 1 inch. Most print-on-demand coupons require minor bar code sizing exceptions based on output printer resolution in order optimize scanability. In general, based on industry testing, bar code performance degrades as the size of the bar code is reduced.

General

1. **What happens if the DataBar is damaged and can't be scanned?**
   The checker will have to manually validate that the purchase requirements have been met and enter the value of the coupon discount in the register. This will also result in a manual settlement process for the coupon.

2. **What happens if a retailer can't read DataBar coupon codes?**
   The checker will have to manually validate that the purchase requirements have been met and enter the value of the coupon discount in the register.

GS1 DataBar Field Definitions

Basic Elements

Product Requirements
- Primary GS1 Company Prefix (GCP): As verified by the GS1 US. Also, the funder of this promotion (i.e. responsible for reimbursing retailer).
- Primary Family Code: Triple zero super summary or 3-digit code as assigned by Mfr.
- Second GCP: Optional
- Second Family Code: Optional
- Third GCP: Optional
- Third Family Code: Optional

Purchase Requirements
- Number of Units – Number of items that must be in the consumer's basket
- Value of Qualifying Purchase – The value of required item(s) must total a specified $ to qualify
- Value of Total transaction – The consumer's entire purchase (all items in basket) must total a specified $ to qualify
- Cashier Intervention – No validation, cashier must manually check for items and key discount
- Number of Pounds – Item must weigh specified pounds in order to qualify
- Number of Kilograms - Item must weigh specified kilograms in order to qualify

Cents Off: Amount of discount

Cents Off Total Transaction: Used when discount is not to be given off a specified item, but is to be deducted from consumer's total purchase. Allows discount to exceed price of qualifying item.

Free: Used in place of Cents Off for free value offers

Percent Off: Used to give a percentage off item's purchase price. NOTE: Not currently used on manufacturer funded coupons due to processing issues.

Multiple GS1 Company Prefixes / Family Codes are to be Purchased

Save Value Rules
- Primary Item OR Second Item OR Third Item – Any GCP/family codes listed will qualify
- Primary Item AND Second Item AND Third Item – All GCP/family codes listed must be in consumer's basket to qualify
- Primary Item AND Either Second Item OR Third Item – The Primary Item and either one of the other two will qualify

- ANY Item Combination Validates Purchase Requirement – Any grouping of the GCP/family codes listed will quality. Used in conjunction with Purchase Requirement to specify the number of items, price total, or weight to qualify. NOTE: only the Purchase Requirement set at Primary will be used for this validation.

GS1 DataBar Field Definitions (continued)

Multiple GS1 Company Prefixes / Family Codes are to be Purchased

Value Applies to: Points discount to one of the GCP/family codes listed. NOTE: If ANY, BOTH or ANY Item Combination is selected, Primary Item should be selected in this field, as the consumer has been given options and we do not know what item will be purchased.

Free Value Options

One Unit of Qualifying Item - No Max Value: Free value coupon; register is to deduct qualifying item's price from purchase.

One Unit of Qualifying Item - Include Max Value: Free value coupon; register is to deduct qualifying item's price from purchase, but not to exceed the specified max value

Multiple Units of Qualifying Item - No Max Value: Used when Purchase Requirements is for more than one Number of Unit. Tells scanner how many of the qualifying items are to be free. DataBar cannot include a max value with this option.

Value Applies to: Used when more than one Number of Different Items is chosen. Tells scanner which item is to be given as free.

Optional Information

Do Not Multiply Save Value: Do Not Double flag for in-store distributed coupons

Expiration Date: As printed on the coupon

Start Date: First date offer is available for use. This date MUST be printed on the coupon.

Offer Includes Serial Number with Length of: Indicates serialization codes will be added to this DataBar. The length of that code, including check-digit, is to be specified. Length may be 6 to 15 digits.

Offer Only Valid at the Following: Allows a retailer's GCP or GLN to be included which will limit coupon's use to that location only.

Offer is a Store Coupon with a Limit of: ONLY used for retailer promotions that offer a discount on a product and limits the number of products that can be purchased at that discount. For example: Save .50 on 2-liter soda, limit 5. The discount of .50 will be given off every 2-liter in consumer's basket up to five times. NOTE: Not to be used in manufacturer DataBars.

GS1 DataBar Coding Examples

Cents Off - One Item

1. **Buy 1 of A, Get $1 off**
   (CP = 012345/FC = 111)
   GS1 DataBar: 81101001234512345631001101111

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	123456
Save Value:	100
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

0012345-123456

2. **Save $0.50 on three of item A**
   (CP = 061414/FC = 111)
   GS1 DataBar: 81101061414112345625013011 11

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	3
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

0614141-123456

GS1 DataBar Coding Examples (continued)

Cents Off - Two Different Items

3.   Save $0.50 on three of item A AND 1 of item B (Same Company Prefix)
(A = 0614141/111, B = 0614141/222)
GS1 DataBar: 811010614141123456250130111121102229

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	3
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	2 (Primary and [2nd or 3rd item])
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

0614141-123456

GS1 DataBar Coding Examples (continued)

Cents Off - Two Different Items

4. **Buy A AND B, Get $2.00 off (2 different Company Prefixes)**
    (A = 012345/111; B = 023456/211)
GS1 DataBar: 8110100123457777773200110111**1**211021110023456

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	777777
Save Value:	200
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase
Add'l Purchase Rules Code: 2 (Primary and 2nd or 3rd items)

2nd Purchase Requirement:	1
2nd Purchase Req.:	0 (Number of units)
2nd Purchase Family Code:	211
2nd Company Prefix:	0023456

0012345-777777

GS1 DataBar Coding Examples (continued)

Cents Off - Three Different Items

5. **Save $1 on one of item A AND 1 of item B AND 1 of item C (Same Company Prefix)**
   (A = 012345/111   B = 012345/222   C = 012345/333)
   GS1 DataBar: 8110100123455555531001101111110222921103339

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	555555
Save Value:	100
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	1 (Primary and 2nd and 3rd item)
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	N/A

0012345-555555

GS1 DataBar Coding Examples (continued)

Cents Off - Three Different Items

6. **Save $0.50 on three of item A AND 1 of item B AND 2 of item C (2 different Company Prefixes)**
    (A = 0614141/111, B = 0614141/222, C = 0030030/333)
    GS1 DataBar: 811010614141123456250130111111102229212033310030030

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	3
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	1 (Primary and 2nd and 3rd item)
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	2
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	0030030

0614141-123456

GS1 DataBar Coding Examples (continued)

Cents Off - Three Different Items

8. Buy A AND B AND C, Get $1.50 off (3 different Company Prefixes)
(A = 012345/111   B = 023456/211   C = 614141/311)
GS1 DataBar: 811010012345666555315011011**1**11102111002345**2**11031110614141

Primary Fields:
Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	666555
Save Value:	150
Primary Purchase Requirement:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase
Add'l Purchase Rules Code: 1 (Primary and 2nd and 3rd items)
2nd Purchase Requirement:	1
2nd Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	211
2nd Company Prefix:	0023456

Optional Data Field 2: 3rd Qualifying Purchase
3rd Purchase Requirement:	1
3rd Purchase Req. Code :	0 (Number of units)
3rd Purchase Family Code:	311
3rd Company Prefix:	0614141

0012345-666555

GS1 DataBar Coding Examples (continued)

Combinations Using "OR"

Purchase of A OR B

8. **Save $0.50 on three of item A or 1 of item B (Same Company Prefix)**
   (A = 0614141/111, B = 0614141/222)
   GS1 DataBar: 81101061414112345625013011110110229

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	3
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	0 (Primary or 2nd or 3rd item)
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

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0614141-123456
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GS1 DataBar Coding Examples (continued)

Combinations Using "OR"

9. **Buy 1 of A OR B, Get $1 off (Different Company Prefixes)**
   (A = 012345/111   B = 023456/211)
GS1 DataBar: 8110100123451234563100110111**1**011021110023456

Required Fields:

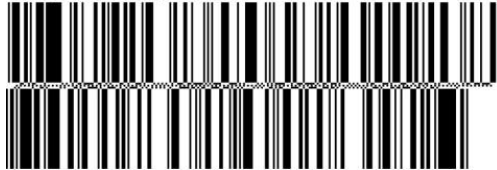|	
Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	234567
Save Value:	100
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	0 (Primary or 2nd or 3rd item)
2nd Purchase Requirement:	1
2nd Purchase Req.:	0 (Number of units)
2nd Purchase Family Code:	211
2nd Company Prefix:	0023456

0012345-123456

GS1 DataBar Coding Examples (continued)

Purchase of A OR B or C

10. B**uy A or B or C (Same company prefix)**
(A = 012345/111   B = 012345/115 C = 012345/121)
GS1 DataBar: 8110100123452222223100110111**1**0110115**2**1101219

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	222222
Save Value:	100
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	0 (Primary or 2nd or 3rd item)
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	115
2nd Company Prefix:	

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	121
3rd Company Prefix:	

0012345-222222

GS1 DataBar Coding Examples (continued)

Purchase of A OR B or C

11. **Save $0.50 on three of item A or 1 of item B or 2 of item C (2 different Company Prefixes)**
    (A = 0614141/111, B = 0614141/222, C = 0030030/333)
    GS1 DataBar: 8110106141411234562501301111011022292120333100 30030

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	3
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	0 (Primary or 2nd or 3rd item)
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	2
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	0030030

0614141-123456

GS1 DataBar Coding Examples (continued)

Purchase of A OR B or C

12. Buy A OR B OR C, Get $1 off (3 different Company Prefixes)
(A = 012345/111 B = 023456/211 C = 614141/311)
GS1 DataBar: 8110100123451234563100110111**1**0110211100234562**2**11031110614141

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	234567
Save Value:	100
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	0 (Primary or 2nd or 3rd item)
2nd Purchase Requirement:	1
2nd Purchase Req.:	0 (Number of units)
2nd Purchase Family Code:	211
2nd Company Prefix:	0023456

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	1
3rd Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	311
3rd Company Prefix:	0614141

0012345-123456

GS1 DataBar Coding Examples (continued)

Purchase of A AND B OR C

13. **Save $1 on the purchase of 1 of item A and (1 of item B or 1 of item C) (Same Company Prefix)**
    (A = 012345/111   B = 012345/222   C = 012345/333)
    GS1 DataBar: 811010012345554455310011011112110222921103339

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	554455
Save Value:	100
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	2 (Primary and [2nd or 3rd item])
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	2
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	N/A

0012345-554455

GS1 DataBar Coding Examples (continued)

Purchase of A AND B OR C

14. **Save $0.50 on three of item A and (1 of item B or 2 of item C) (2 different Company Prefixes)**
    (A = 0614141/111, B = 0614141/222, C = 0030030/333)
    GS1 DataBar: 8110106141411234562501301111211022292120333310030030

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	3
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	2 (Primary and [2nd or 3rd item])
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	2
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	0030030

0614141-123456

GS1 DataBar Coding Examples (continued)

Purchase of A AND B OR C

15. **Save $1 on one of item A and (1 of item B or 1 of item C) (3 different Company Prefixes)**
    (A = 012345/111   B = 614141/222   C = 0030030/333)
    GS1 DataBar: 8110100123455544563100110111121102221061414121103331030030

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0012345
Offer Code:	554456
Save Value:	100
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	2 (Primary and [2nd or 3rd item])
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix:	0614141

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	0030030

0012345-554456

GS1 DataBar Coding Examples (continued)

Free Items

16. Get 1 Item A free up to $1.99
     (CP = 061414/FC = 111)
     GS1 DataBar: 8110106141411234563199110111191000

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	199
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 9

Miscellaneous Elements:	9
Save Value Code:	1 (Purchase item is free (up to Save Value)
Applies to Which Item:	0 (Primary qualifying item)
Store Coupon:	0 (Not a store coupon)
Don't Multiply Flag:	0 (Offer can be multiplied)

0614141-123456

GS1 DataBar Coding Examples (continued)

Free Items

17. Buy 1 A Get 1 A Free (up to $1.99) (BOGO)
(CP = 061414/FC = 111)
GS1 DataBar: 811010614141123456319912011191000

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	199
Primary Purchase Requirement:	2
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 9

Miscellaneous Elements:	9
Save Value Code:	1 (Purchase item is free (up to Save Value))
Applies to Which Item:	0 (Primary qualifying item)
Store Coupon:	0 (Not a store coupon)
Don't Multiply Flag:	0 (Offer can be multiplied)

0614141-123456

GS1 DataBar Coding Examples (continued)

Free Items

18. Buy 5 A Get 2 A Free
(CP = 061414/FC = 111)
GS1 DataBar: 8110106141411234561217011192000

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	2 (number of free items)
Primary Purchase Requirement:	7 (Free items + items required for purchase)
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 9

Miscellaneous Elements:	9
Save Value Code:	2 (Save Value = number of items that are free)
Applies to Which Item:	0 (Primary qualifying item)
Store Coupon:	0 (Not a store coupon)
Don't Multiply Flag:	0 (Offer can be multiplied)

0614141-123456

GS1 DataBar Coding Examples (continued)

Free Items

19. **Buy A and B, Get C Free up to $1.99 (2 different Company Prefixes)**
    (A = 0614141/111, B = 0614141/222, C = 0030030/333)
    GS1 DataBar: 811010614141123456319911011111102229211033310030030091200

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	199
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	1 (Primary and 2nd and 3rd item)
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	0030030

Optional Data Field 9

Miscellaneous Elements:	9
Save Value Code:	1 (Purchase item is free (up to Save Value))
Applies to Which Item:	2 (3rd qualifying item)
Store Coupon:	0 (Not a store coupon)
Don't Multiply Flag:	0 (Offer can be multiplied)

0614141-123456

GS1 DataBar Coding Examples (continued)

Free Items

20. Get A Free (up to $1.99) when you buy 1 B or 2 C (2 different Company Prefixes)
   (A = 0614141/111, B = 0614141/222, C = 0030030/333)
   GS1 DataBar: 81101061414112345631991101111211022292120333100300309100

Required Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	199
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
Primary Purchase Family Code:	111

Optional Data Field 1: 2nd Qualifying Purchase

Add'l Purchase Rules Code:	2 (Primary and (2nd or 3rd item))
2nd Purchase Requirement:	1
Primary Purchase Req. Code:	0 (Number of units)
2nd Purchase Family Code:	222
2nd Company Prefix VLI:	9
2nd Company Prefix:	N/A

Optional Data Field 2: 3rd Qualifying Purchase

3rd Purchase Requirement:	2
Primary Purchase Req. Code:	0 (Number of units)
3rd Purchase Family Code:	333
3rd Company Prefix:	0030030

Optional Data Field 9

Miscellaneous Elements:	9
Save Value Code:	1 (Purchase item is free (up to Save Value))
Applies to Which Item:	0 (Primary qualifying item)
Store Coupon:	0 (Not a store coupon)
Don't Multiply Flag:	0 (Offer can be multiplied)

0614141-123456

GS1 DataBar Coding Examples (continued)

Amount off Next Transaction

21. **Save $0.50 on your next shopping order (minimum next shopping order of $0.50)**
    (CP = 061414/FC = 000)
    GS1 DataBar: 81101061414112345625025020096000

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	50
Primary Purchase Req. Code:	2 ($ value of total transaction)
Primary Purchase Family Code:	000

Optional Data Field 9

Miscellaneous Elements:	9
Save Value Code:	6 (Save Value = cents off final transaction)
Applies to Which Item:	0 (Primary qualifying item)
Store Coupon:	0 (Not a store coupon)
Don't Multiply Flag:	0 (Offer can be multiplied)

GS1 DataBar Coding Examples (continued)

Amount off when You Purchase $X of product

22. Save $0.50 when you buy $5 worth of ACP items
(CP = 061414/FC = 111)
GS1 DataBar: 81101061414112345625035001111

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	500
Primary Purchase Req. Code:	1 ($ value of qualifying items)
Primary Purchase Family Code:	111

0614141-123456

GS1 DataBar Coding Examples (continued)

Amount off when you purchase X number of Pounds

23. Save $0.50 when you buy 5 lbs. of item A
   (CP = 061414/FC = 111)
   GS1 DataBar: 8110106141411234562503500 3111

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	500
Primary Purchase Req. Code:	3 (pounds of qualifying item)
Primary Purchase Family Code:	111

0614141-123456

GS1 DataBar Coding Examples (continued)

Amount off when you purchase X number of Kilograms

24. **Save $0.50 when you buy 5 kilograms of item A**
    (CP = 061414/FC = 111)
    GS1 DataBar: 8110106141411234562504500041111

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	500
Primary Purchase Req. Code:	4 (kilograms of qualifying item)
Primary Purchase Family Code:	111

GS1 DataBar Coding Examples (continued)

Percent off Qualifying Purchase

25. Save 50% on 1 item A
   (CP = 061414/FC = 111)
   GS1 DataBar: 81101061414112345625011011195000

Primary Fields:

Application Identifier:	8110
Primary Company Prefix:	0614141
Offer Code:	123456
Save Value:	50
Primary Purchase Requirement:	1
Primary Purchase Req. Code:	0 (number of units)
Primary Purchase Family Code:	111

Optional Data Field 9

Miscellaneous Elements:	9
Save Value Code:	5 (Save Value = % off)
Applies to Which Item:	0 (Primary qualifying item)
Store Coupon:	0 (Not a store coupon)
Don't Multiply Flag:	0 (Offer can be multiplied)

0614141-123456