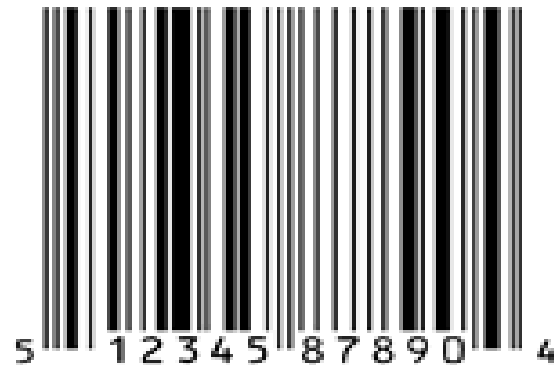# COUPONS

1

Introduction

- The U.P.C. coupon code makes it easy for issuers of coupons and retailers to work together in automating the handling of coupons.

- Coupons that are properly coded with a U.P.C. can be scanned at the point of sale.

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2

The U.P.C. coupon code is an all numeric code that consists of:

- UCC prefix 5
  - 5 12345 87890 4
    - Must always begin with UCC prefix 5
    - Tells the POS system that it is scanning a coupon
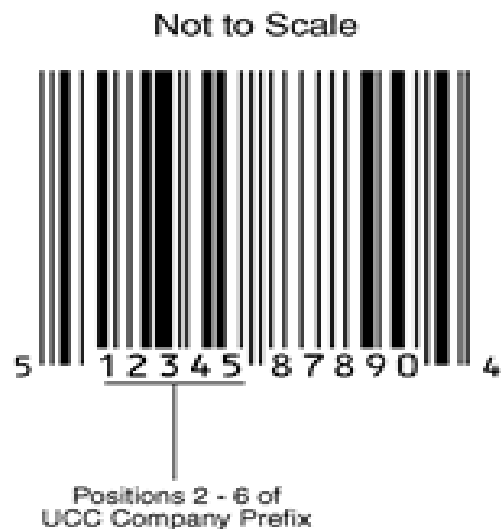
Not to Scale

5 12345 87890 4

UCC Prefix
for Coupons
(Always 5)

, Inc.

- UCC Company Number

  - 5 12345 87890 4

    - Identifies manufacturer of couponed items

    - Must be same as on products being couponed

Not to Scale

5   12345 87890   4

Positions 2 - 6 of
UCC Company Prefix

- Family Code

  - 5 12345 87890 4
  - Products that will be couponed must be assigned a family code

    - Designates items being couponed

    - Purchase validation at POS

    - Family codes must be communicated to retailers

Not to Scale

5 1 2 3 4 5 8 7 8 9 0 4

Family Code

Value Code

- 5 12345 87890 4
  - The two digits following the three-digit family code
  - Redemption value of the coupon
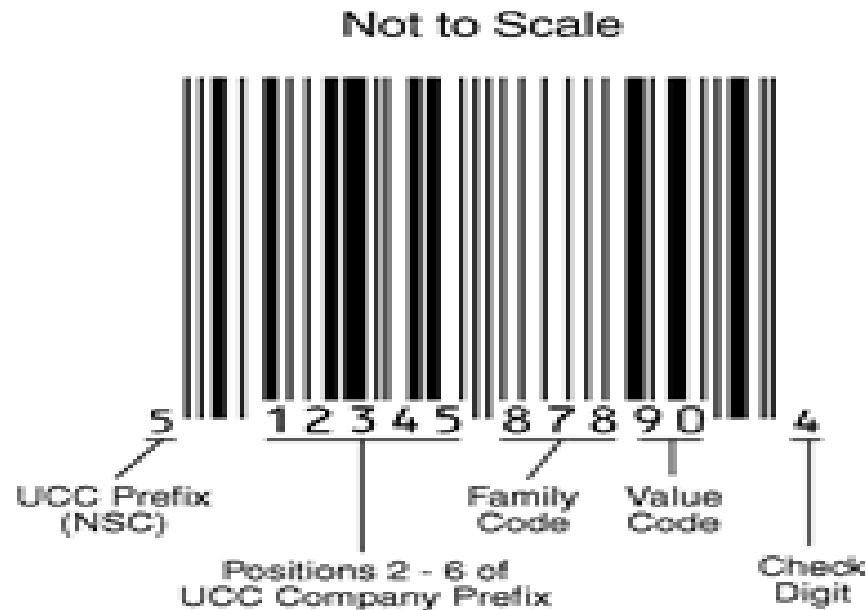 - Predefined value code table

Not to Scale

5   12345   87890   4

Value
Code

- Check character

  - 5 12345 67890 4

  - The last digit of the code

  - Calculated from the previous 11 digits

Not to Scale

5 12345 87890 4

Check
Digit

If a company is assigned a UCC Company Prefix that is longer than 6-digits, the company would only use positions 2-6 for the Company Prefix section on the coupon. The remaining digits would be dropped.

Not to Scale

5   1 2 3 4 5   8 7 8 9 0   4

UCC Prefix (NSC)

Positions 2 - 6 of UCC Company Prefix

Family Code

Value Code

Check Digit

8

FAMILY CODES

- A family code should be treated like an item reference number. Once it is assigned to a product, it should remain the same through the lifetime of that product.

- There can only be **one** family code per item reference number. Although you can have multiple item reference numbers under one family code.

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•If a product is sold in a number of flavors, colors, or forms, and these items are expected to be couponed together, the same 3-digit family code should be assigned to each item.

•If the product is sold in more than one size and it is likely that the sizes will always be couponed together (e.g. 25 cents off 1 giant or 1 regular size), the same family code number should be assigned to each size.

- There are 1,000 family code numbers (000-999) available for use.

- Family codes 001-009 are reserved for future use.

- Family codes 990-999 are reserved for future use. (with the exception of 992)

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- A family code that end in "0" should not be assigned to individual products or be used to represent a single product on a coupon.

992 Family Code

- This code (also called 992-bypass code) was effective January 1, 1999. The purpose of the code is to allow scannable coupons to be issued for a number of products, which have traditionally required the manual input of a cashier.

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992 should be used as the family code on coupons only under these circumstances:

- Random weight products where the consumer package is encoded with a UCC prefix 2.

- When the supplier's product line carries more than one UCC Company Prefix for the group of products that is to be couponed.

- Coupon tie-in offers ($1.00 off your next purchase)

- In-ad coupons for promoted products that are to be paid for by the retailer

- Only fixed value codes can be used with the 992 Bypass code

- Avoid using "free merchandise" value codes

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How to Assign Value Codes

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- *The Application Standard for UCC Coupon Codes* manual list the available value codes. The manual can be found on the Solutions Center.

New Value Codes

- New value codes were added effective August 1, 2000

  - Value code 05- - - $1.40 off

  - Value code 07- - -Buy 3 or more get $1.50 off

  - Value code 08- - -Buy 2 or more, get $3.00 off

  - Value code 09- - -But 3 or more, get $2.00 off

  - Value code 13- - -Buy 4 or more, get $1.00 off

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Retired Value Codes

- Also, effective August 1, 2000, several value codes were put into the "reserved for future use.

  - Value code 17- - -$2.10 off

  - Value code 94- - -$4.25 off

  - Value code 97- - -$4.75 off

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In-Store Distributed Coupons

- Coupons that are distributed in the store

- Good only at a specific store

- Examples

    - Checkout coupons

    - Shelf talker coupons

    - In-store promotions

- 13-digit EAN bar code
- 99 replaces Prefix 5

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•The remaining information is the same as regular coupon

•Retailer POS must be able to handle

•Retailers must request this from their supplier

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These codes are not found in Sunday supplements (FSI's), manufacturer direct mail, on-pack coupons, instant redeemable coupons (peel-off) or in-ad coupons.

UCC/EAN-128 Coupon Extended Code

- Mandatory on all coupons

- Used by clearinghouses

- UCC/EAN-128 symbology

- Five formats to choose from

Format 1

- Application Identifier (8100)
- UCC Prefix
- five digit offer code

| MANUFACTURER COUPON | EXPIRES 12-31-00 |

Save 90¢
on any 16 oz. Jemay dish soap

Mountain Fresh,
Sunny Lemon or
Grease Cutting

Consumer: ossifragi insectat concubine, quod pretosius rures suffragarit fiducias, utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi insetat concu bine, quod ossifragi insectat con pretosius rures suffragarit fiducias, cunque apparatus bellis divinus.

Dealer: insectat concubine, quod pretosius rures suffr agarit fiducias, cubine, quod utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi insepretosius rures suffragarit fidu ciapopos, oratorioratoridivinus prae.

A. L. JEMAY COMPANY 123 Callee Ct., Redeemer, RI 12345

5 12345 67890 0 (8100) 0 54321

Format 2

- Application Identifier (8101)
- UCC Prefix
- Five digit offer code
- Expiration date

| MANUFACTURER COUPON | EXPIRES 12-31-00 |

Save 90¢
on any 16 oz. Jemay dish soap

Mountain Fresh,
Sunny Lemon or
Grease Cutting

Consumer: ossifragi insectat concubine, quod pretosius rures suffragarit fiducias, utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi inse tat concu bine, quod ossifragi insectat con pretosius rures suffragarit fiducias, cunque apparatus bellis divinus.

Dealer: insectat concubine, quod pretosius rures suffr agarit fiducias, cubine, quod utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi insepretosius rures suffragarit fidu ciapopos, oratorioratoridivinus prae.

A. L. JEMAY COMPANY 123 Callee Ct., Redeemer, RI 12345

5 12345 67890 0   (8101)0 54321 1200

Format 3

- Application Identifier (8100)
- UCC Prefix
- Five digit offer code
- Application Identifier (21)
- Household ID

MANUFACTURER COUPON | EXPIRES 12-31-00

Save 90¢

on any 16 oz. Jemay dish soap

Mountain Fresh,
Sunny Lemon or
Grease Cutting

Consumer: ossifragi insectat concubine, quod pretosius rures suffragarit fiducias, utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi inse tat concu bine, quod ossifragi insectat con pretosius rures suffragarit fiducias, cunque apparatus bellis divinus.

Dealer: insectat concubine, quod pretosius rures suffr agarit fiducias, cubine, quod utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi insepretosius rures suffragarit fidu ciapopos, oratorioratoridivinus prae.

A. L. JEMAY COMPANY 123 Callee Ct., Redeemer, RI 12345

5 12345 67890 0   (8100) 0 54321 (21) 12345678

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Format 4

- Application Identifier (8101)
- Five digit offer code
- Application Identifier (21)

- UCC Prefix
- Expiration date
- Household ID

MANUFACTURER COUPON | EXPIRES 12-31-00

Save 90¢

on any 16 oz. Jemay dish soap

Mountain Fresh,
Sunny Lemon or
Grease Cutting

Consumer: ossifragi insectat concubine, quod pretosius rures suffragant fiducias, utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi inse tat concu bine, quod ossifragi insectat con pretosius rures suffragarit fiducias, cunque apparatus bellis divinus.

Dealer: insectat concubine, quod pretosius rures suffr agarit fiducias, oubine, quod utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi insepretosius rures suffragarit fidu ciapopos, oratoriaratoridivinus prae.

A. L. JEMAY COMPANY 123 Callee Ct., Redeemer, RI 12345

5 12345 67890 0 (8101)0 54321 1200(21) 12345678

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Format 5

- Also called the Null code

- Application Identifier (8102)

- The number zero

- UCC Prefix

| MANUFACTURER COUPON | EXPIRES 12-31-00 |

Save 90¢

on any 16 oz. Jemay dish soap

Mountain Fresh,
Sunny Lemon or
Grease Cutting

Consumer: ossifragi insectat concubine, quod pretosius rures suffragarit fiducias, utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi inse tat concu bine, quod ossifragi insectat con pretosius rures suffragarit fiducias, cunque apparatus bellis divinus.

Dealer: insectat concubine, quod pretosius rures suffr agarit fiducias, cubine, quod utcunque appa ratus bellis divinus praemun iet plane gulosus oratori, ossifragi insepretosius rures suffragarit fidu ciapopos, oratorioratoridivinus prae.

A. L. JEMAY COMPANY 123 Callee Ct., Redeemer, RI 12345

5 12345 67890 0 (8102) 00

Questions? Comments?

- For Information contact UCC: Customer Service:
  - E-mail: CouponQuestions@uc-council.org
  - Tel: (937) 435- 3870
- UCC Standards at:

www.uc-council.org/solutionscenter