

## Support and Resource Guide



UPCBarcodes.com

[www.upcbarcodes.com](http://www.upcbarcodes.com)

[info@upcbarcodes.com](mailto:info@upcbarcodes.com)

1-888-356-7770

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If you are viewing this document on your computer and have a connection to the internet, you can click on any of the blue links to go to that page. Your browser will launch and you will be directed to that page for more information.

## THE DOWNLOAD PAGE

From the download page which was linked in the email that you received from us, you can download the following:

1. Certificate of Authenticity
2. Spreadsheet of your numbers
3. Support and Resource Guide – this document
4. UPC and/or EAN barcode graphics
  - a. UPC Graphics (US/Canada)
  - b. EAN Graphics (Outside US/Canada)

### SAVE YOUR FILES

its best if you make a folder on your computer – name it something that you will remember and save all of the files to that. Then, after you have saved all of your files, make a back-up copy on a USB or external hard drive, a CD or a service like Dropbox. You can either 'double click' on each of the links and download them to your computer or you can 'right click' on them and save them to your computer. Be sure you keep a copy of that email so you can locate the download link should you need it in the future. Please note that it is very important that you download all of the items that you need and keep them in a safe place. Also note that the barcode graphics are only available for 90 days – due to the immense file size of all of the barcodes that we sell and generate, we cannot keep them on file longer than 90 days. There is also a video at the bottom of the download page...this is very informative. We recommend that you take a minute or two to watch it.

### SAVE YOUR FILES TO DROPBOX



Dropbox is a home for all your photos, docs, videos, and files. Anything you add to D ropbox will automatically show up on all your computers, phones and even the Dro pbox website so you can access your stuff from anywhere.

Dropbox also makes it super easy to share with others, whether you're a student or professional, parent or grandparent. Even if you accidentally spill a latte on your lap top, have no fear! Relax knowing that your stuff is safe in Dropbox and will never be lost.

Click on the link below and join Dropbox for free.

<https://db.tt/k69LGv3>

## CERTIFICATE OF AUTHENTICITY

The Certificate of Authenticity is the paperwork between you (your company) and UPCBarcodes.com. This is an internal document that shows that you own the barcodes that you purchased. Make a copy...keep it in a safe place.



The certificate shows the span of numbers that you have purchased along with the quantity purchased.

The certificate states:

*The assignee owns and may utilize the 'quantity of' and 'span of' GTIN-12/GTIN-13 numbers listed and may not create any additional or derived numbers outside this set including the prefix except as part of the numbers listed.*

*The assignee's usage of the GTIN(s) indicates full understanding and agreement of the UPCBarcodes.com Terms of Use/Terms and Conditions. The GTIN-12/GTIN-13(s) listed indicate a span of numbers from the first to last number*

*transferred to assignee and do not indicate the final number/check digit. The full and complete set of numbers including the check digit can be found by viewing the Excel Spreadsheet and/or barcode graphics.*

*The leading "(0)" indicates the leading zero for a GTIN-13/EAN and is used outside of US/Canada.*

*The leading "(0)" is ignored for GTIN-12/UPC and is used inside the US/Canada. The "(x)" below indicates the final number (checkdigit) and is used for both GTIN-12/GTIN-13.*

*NNNNNNNNNNx = GTIN(12)/UPC*

*ONNNNNNNNNx = GTIN(13)/EAN*

To further clarity, if the barcode numbers are listed as (0) 01234567891 (x), the UPC would be 012345678912(x) and the EAN would be 001234567891(x). The (x) is the check digit and can be found in the spreadsheet and when looking at the graphic files.

## THE SPREADSHEET

The provided spreadsheet has two columns containing UPCs and EANs – these are your (GTIN) barcode numbers. We provide this so you can track which product you assign to each number. This spreadsheet is a direct export from our database, is provided as a .csv file and some legacy data is pulled into the spreadsheet.

If you don't have Excel, we recommend Open Office – It's an open source (free) suite of programs: <http://www.openoffice.org/>

We recommend that you use this spreadsheet to keep track of all of your products.

By adding other columns to describe your products, you can have everything in one place.

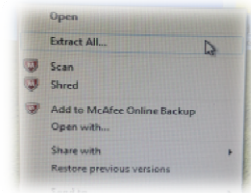
	A	B	C	D	E	F	G	H
1	UPC	EAN	Item	Description	Color	Size	Part No.	
2	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Blue	Small	HSB1	
3	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Blue	Medium	HSB2	
4	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Blue	Large	HSB3	
5	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Blue	X-Large	HSB4	
6	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Red	Small	HSR1	
7	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Red	Medium	HSR2	
8	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Red	Large	HSR3	
9	000000000000	000000000000	Hawaiian Shirt	Short Sleeve, Button Down Shirt	Red	X-Large	HSR4	
10								
11								
12								
13								
14								
15								
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19								

## BARCODE GRAPHICS

We provide both UPC (GTIN-12) and EAN (GTIN-13).

The EAN is a variation of the UPC. For history and detailed information about the similarities and differences along with how you can combine UPC and EAN for international sales, click here.

<http://www.upcbarcodes.com/upc-and-ean-barcodes/>



### GETTING STARTED

When you download the barcode graphics and look at the folder, it looks like a file folder with a zipper on it. This is a compressed folder. In order to use these files you will first need to extract the contents of the folder. Right click on the folder with your mouse and extract the contents of the folder. You can now access the files.

### FILE TYPES

We provide two different file types for each barcode. We provide a high resolution – 600 dpi JPG and a vector EPS. Vector means that you can scale the image to any size. The JPG can be used with any computer program that allows you to import, insert or place a graphic. The EPS can only be used with programs such as Corel Draw, Adobe Illustrator, Adobe Photoshop, InDesign, etc.

If you open the .jpg file by double-clicking on it and launching photo-viewing software, it will look considerably larger than the actual print ready file. Photo viewing software will expand the size and will view it as if it was 72dpi. – Since the dpi of the barcode graphic is 600 dpi, and photo-viewing software views at 72dpi, your image will be approx 8-1/3 times larger than what it really is.



### UPC

UPC stands for Universal Product Code. The alternate name is GTIN-12 (Global Trade ID number) and is the type of 12 digit barcode used for products in the United States and Canada.



### EAN

EAN (formerly European Article Number) stands for International Article Number. The alternate name is GTIN-13 and is the type of 13 digit barcode used for products outside of the US and Canada.

When you are communicating your barcode information to retailers or on Amazon, all of the numbers are important. The location of the numbers in relation to the barcode graphic is strictly for design purposes.

## PRINTING YOUR BARCODES

There are two basic scenarios:

You are going to add the barcode graphics to your packaging design In which case, you can use the .eps or .jpg file just like any other graphical element. If you need to affix your barcode to your existing products or just need a simple adhesive backed label, you can either print your barcode on laser labels (Pacific Barcode or Avery Labels), print them yourself on your own label printer or use a printing company to print your labels.

### ADDING YOUR BARCODE TO YOUR LABEL ARTWORK.



We provide the barcode graphic at 1.5" wide x 1.0" deep.

We do not recommend reducing the barcode any more than 20% (80% of the original size).

The most important thing is that the barcode will scan and you do not want to slow down or stop the check-out process for the retailer.



Reducing the barcode by 20% changes the size to 1.2" x .8".

When you reduce the size of your barcode, you need to make sure that you are doing this proportionally so that the height and width are being reduced equally.



If, for some reason, you need to further reduce the height, you can crop some off the top. DO NOT DRAG THE TOP OF THE IMAGE DOWN IN ORDER TO SHORTEN IT.

### PRINTING YOUR BARCODE USING LASER LABELS

Avery only has return address labels and they do not have one that is the best size for barcodes.

Pacific Barcode carries 1.5" x 1" and 1.5" x 0.5"

For details about their labels: <http://www.pacificbarcode.com/supplies/blank-labels/laser-inkjet-labels/laser-labels-1-1-75-wide/>

LASER / INKJET LABELS 1.00" to 1.75"											
Product #	Size		Corners	Suggested Uses	Labels / Sheet	Sheets / Carton	Labels / Carton	Volume Prices			
	Width	Feed						1-10	11-30	31-75	75+
L1010-100	1.000"	x 1.000"	Sq. Corner	Price Marking	80	100	8,000	17.98	10.48	7.56	7.05
L1010-250	1.000"	x 1.000"	Sq. Corner	Price Marking	80	250	20,000	54.04	42.77	34.73	28.77
L1505-100	1.500"	x 0.500"	Sq. Corner	UPC Bar Code	100	100	10,000	16.00	8.28	7.10	6.63
L1510-100	1.500"	x 1.000"	Rnd. Corner	UPC Bar Code	50	100	5,000	16.00	8.28	7.10	6.63
L1510-250	1.500"	x 1.000"	Sq. Corner	UPC Bar Code	50	250	12,500	54.04	42.77	34.73	28.77
L1548-100	1.500"	x 1.750"	Rnd. Corner	Landscape Address	10	100	1,000	22.80	18.02	14.66	12.96
L1548-250	1.500"	x 1.750"	Rnd. Corner	Landscape Address	10	250	2,500	54.14	42.77	34.73	28.77
L1805-100	1.750"	x 0.500"	Sq. Corner	Return Address	80	100	8,000	17.98	10.48	7.56	7.05
L1805-250	1.750"	x 0.500"	Rnd. Corner	Return Address	80	250	20,000	54.14	42.77	34.73	28.77
L1805-1000	1.750"	x 0.500"	Rnd. Corner	Return Address	80	1,000	80,000	194.46	141.40	104.10	89.47
L1810-100	1.750"	x 1.000"	Sq. Corner	Shipping or Return Address	44	100	4,400	16.00	8.28	7.10	6.63

They can provide you with templates to create your labels using Microsoft Word.

## PREPRINTED LABELS

We recommend Pacific Barcode for all of your barcode printing needs. They offer a complete selections of: Bar code Equipment: Printers, Scanners, Rewinders, Labeling Guns and more. Bar code Printing Supplies: Thermal Transfer Labels, Thermal Direct Labels, Thermal Transfer Ribbons and Pre-printed Labels.

1-800-508-2535 [sales@pacificbarcode.com](mailto:sales@pacificbarcode.com)  
27531 Enterprise Circle West, Temecula, CA 92590

The very last page of this document has an order form for very basic preprinted barcode labels. Optionally, if you have a need for something other than what is on the order form, you can get a price quote here:

<http://www.upcbarcodes.com/labels/>



### PRE-PRINTED FAN-FOLD LABELS

These labels are called fanfold labels of the way that they are printed. They come up continuous sheets and are folded in a stack.

Fanfold Labels come in a variety of sizes and can be used for a variety of applications.

<http://www.pacificbarcode.com/finished-fan-fold-labels/>



### PRE-PRINTED LABELS ON ROLLS

Custom Printed Labels from Pacific Barcode come in a variety of sizes, perfect for barcode, product, warehouse or shipping labels.

<http://www.pacificbarcode.com/finished-on-rolls/>



### PREPRINTED LABELS FOR JEWELRY

Pacific Barcode offers several sizes of both Barbell and Rat-tail labels for Jewelry.

<http://www.pacificbarcode.com/jewelry-labels/>



### PREPRINTED APPAREL TAGS

Preprinted apparel tags come in a variety of styles and sizes:

<http://www.pacificbarcode.com/apparel-tags-preprinted/>

Pacific Barcode also carries a complete line of Tagger Attachers and Supplies

<http://www.pacificbarcode.com/tagger-attachers-and-supplies/>



## LABEL PRINTERS



Depending on the number of labels you need printed and the quantity of each label, it may make more sense to purchase a label printer. Pacific Barcode has a full range of printers for all of your barcode and label printing needs.

In addition, Pacific Barcode also sells blank labels, ribbons and other accessories.

<http://www.pacificbarcode.com/printers/>

## BARCODES and MUSIC

You need one barcode for each title – regardless of how many you produce.

Barcodes for music, whether physical products like vinyl or CDs or for Digital Albums are exactly the same type of barcodes used for other products. It used to be that the second to last number was used to designate a type of product: 2 for CDs, 4 for cassettes, 1 for vinyl LPs, or 7 for vinyl 7-inches. This was a recommendation by the RIAA and this is no longer valid. The second to last number can be 0-9 for any music product. There is no difference between barcodes for music and any other product.

You get a barcode for the “product” – regardless of how many songs are on the “product”.

Here is where it gets confusing.....

If you are selling a physical album on-line, some places will allow you to also make it available as digital downloads. In this situation one barcode is all you need.

If you start selling your album as a digital product and later release your album as a CD, you will need a barcode for each.

Once you list a barcode anywhere, it locks in the number so it can't be used for anything else.

Our recommendation is that you treat digital, CD and vinyl as different products and get a different barcode for each

Let's talk about Pandora.

Getting your music on Pandora is a 2-step process.

1. Sell your physical CD on Amazon that has a UPC barcode (Physical...not digital)
2. Upload your music from that album...using that barcode and Pandora will consider playing your music.

If you need a few CDs made so you can sell on-line (Amazon), go to <http://www.mediamediainc.biz> . This company is owned by UPCBarcodes.com founder, Phil Peretz..



Barcodes for iTunes and Digital singles, EPs and albums.

iTunes needs two things.

1. A UPC for each product
2. ISRC codes for each track.

iTunes requires that you identify each one of the tracks. The way that you identify the tracks is by using ISRC codes.

The ISRC (International Standard Recording Code) is the international identification system for sound recordings and music video recordings. Each ISRC is a unique and permanent identifier for a specific recording, independent of the format on which it appears (CD, audio file, etc) or the rights holders involved. Only one ISRC should be issued to a track, and an ISRC can never represent more than one unique recording.

ISRCs are widely used in digital commerce by download sites and collecting societies. An ISRC can also be permanently encoded into a product as its digital fingerprint. Encoded ISRC provide the means to automatically identify recordings for royalty payments. You can apply for ISRC codes here.

<http://www.usisrc.org/>

Once you buy your barcode, you can access Nielsen Soundscan here to register your title here:

<http://titlereg.soundscan.com/soundscantitlereg/>

What is Soundscan?

Nielsen SoundScan is an information system that tracks sales of music and music video products throughout the United States and Canada. Sales data from point-of-sale cash registers is collected weekly from over 14,000 retail, mass merchant and non-traditional (on-line stores, venues, etc.) outlets. Weekly data is compiled and made available every Wednesday. Nielsen SoundScan is the sales source for the Billboard music charts. SoundScan is only able to track those CDs that have a UPC or EAN bar code.

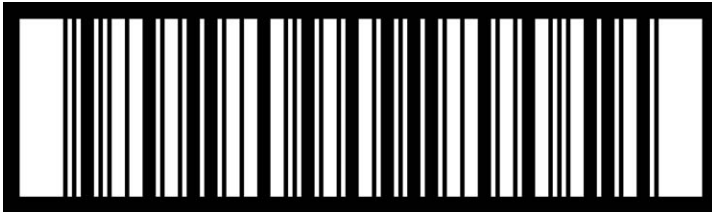


Submit your newsworthy Press Release to Indie Artists Alliance for inclusion on our website.

New Album, Band, Artist or Label News, Let the world know

[www.indieartistsalliance.com](http://www.indieartistsalliance.com)

## SHIPPING CONTAINER CODES



**10012345678902**

A Shipping Container Barcode (also known as a Shipping Container Code, Shipping Container Symbol or a GTIN-14) is used on the outside of your master cartons and recommended or required by many mid-to large retailers who are automating their incoming inventory processes.

The GTIN-14 is in the family of numbers. UPC-A is a GTIN-12, EAN is a GTIN-13 and the Shipping Container code is a GTIN-14.

The UPC Shipping Container Symbol is very similar to the Universal Product Code. This symbology is called interleaved 2 of 5 (ITF). The major difference between this barcode and a UPC barcode is the lines at the top and bottom of the barcode. These are called Bearer Bars.

The Barcode is comprised of 4 groups.

- 1) – Packaging Indicator. We recommend that you assign a number ranging from 1 to 7 for the first digit. If you have a container that has 12 and another container that has 36, you assign different numbers to each. This is very flexible.
- 2) The next number is a ZERO. This is required.
- 3) The next 11 digits are the first 11 digits from the UPC barcode used for the item inside.
- 4) The final (14th digit) is a check digit...this is created with software.

If you want to see what the checkdigit is, you can do the following:

The way that you can determine the checkdigit is by creating an Excel Spreadsheet, enter the numbers X through Z into cell A1 and enter the following formula into cell A2

=A1 & MOD(10 – MOD( SUMPRODUCT(MID(A1, {1,2,3,4,5,6,7,8,9,10,11,12,13}, 1) \* {3,1,3,1,3,1,3,1,3,1,3,1,3}), 10), 10)

If you want us to create the graphic for you: <http://www.upcbarcodes.com/barcode-graphics/>

## QR CODES

<http://www.mmiscan.com>

QR codes are being used by major stores and manufacturers because it's an innovative, attention grabbing way to tie traditional marketing and advertising to smart phones, social networking and the digital marketplace. According to Clikz.com, ScanLife, RedLaser and ComScore, QR code scanning continues to trend up. ScanLife reports a 266% increase in scans from 2011 to 2012.



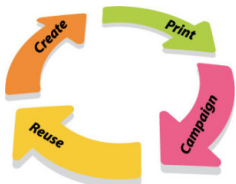
The Challenge has been, once you create a QR code, it always points to the same place.

The usual way to create a QR code is to enter a URL into QR-code software. This URL is embedded in the QR code. Then, you print the QR code on your brochures, packaging materials, labels, etc. This QR Code always stays the same until you run out of your printed materials.

The MMiScan way...

MMiScan allows you to update your destination URL at any time. You can print the QR Code on your brochures, business cards, websites, packaging materials, and, if your promotion or marketing needs change, you simply come to MMiscan.com, log into your account and change the URL. Now, you have a fresh destination for your customers or prospects to visit.

This allows for contests, new content, move the destination from Facebook to Twitter to LinkedIn, to a sign-up page...anywhere you want, and, completely on the fly. An MMiScan QR code can be used over and over again allowing you to have fresh content as often as you want.



A printed MMiScan QR Code allows you to print more materials with your QR code, resulting in lower printing costs. Existing brochures and other printed materials are always fresh and up-to-date resulting in fewer materials being discarded.

Digital MMiScan QR Codes embedded on website pages never need to be changed...just change the destination of your QR code and you do not have to get your webmaster involved to change your website

Sign in to your MMiScan account and view your analytics....or easily add the destination of your QR code to your Google Analytics account for real time research of how many people are scanning your code and their activity on your website. Materials that have been distributed to customers can be scanned again and again – once you change the destination URL of the MMiScan QR code, your customers will have a new experience. This is a perfect way to get your customers to connect with you over and over again.

Ideal QR Code Applications are:

Print Advertising

After Hours Shopping

Car Lots

Place one or more QR codes on window displays

Amazon Resellers

Add a QR code pointing to your website

Backdrops for Exhibits

Bags – add a QR code to

shopping bags

Bands/Musicians – Bonus

Tracks

Beverages and Mixes

Special offers and contests

Business Cards

Education

Link to Video

Google Places

In Store Marketing

Podcasts

Product Comparisons

Recipes

Surveys

Videos

Wine Walks and Scavenger

Hunts

Signage

## FREQUENTLY ASKED QUESTIONS

### What is a barcode?

A bar code also known as a Universal Product Code is a unique 12-digit code that allows wholesalers and retailers to track the sales of your product. This allows them to manage inventory and to sell your products at their Point of Sales Systems (cash registers)

### Why do I need a barcode?

Barcodes are used to convey prices to the electronic cash registers in stores and are also used to help manage inventory.

### How many barcodes do I need?

You will need a barcode for each product or variation of product that you sell. If you are selling t-shirts, you will need one for each design, color and size.

### How does a bar code work?

When you sell your products to a wholesaler or retailer (Amazon, Target, Borders Books, Autozone, etc.), they will have you fill out a product information sheet. One of the things that you put on that sheet, is your company and product information including the UPC/EAN code number. Then, the wholesaler or retailer enters this information in their information systems computer. This computer ties into the registers at the front of the store. The cashier scans your item and the information comes up. Every time an item is scanned and sold, it deducts the number of items sold from their inventory.

### What is a check-digit?

The last digit of a UPC or EAN barcode is called a check digit.

This number lets the scanner (and the computer attached to it) know if the number was scanned properly or not. It is a very important part of the barcode. The first 11 digits of a UPC barcode or the first 12 digit of an EAN barcode are a combination of the prefix and the numbers assigned to a particular product. The final check digit is a mathematical algorithm weaving through the first 11-digits

### How big can I make my barcode?

UPC barcode sizes are referred to by magnifications. UPC/EAN barcodes have a fixed relationship between symbol height and width. When one dimension is modified, the other dimension should be altered by a proportional amount.

The minimum size of a UPC should be 80%; the maximum size is 200%. If you do not have enough room, you can truncate the height of your barcode, meaning that the height is a little shorter. Many chain store retailers may apply non-compliance fines if your barcode doesn't scan or scans incorrectly.

## What is a country code?

UPCs do not have country codes since they are used exclusively in the United States and Canada. EANs have a country code. EANs that are provided to you by UPCBarcodes.com will start with 0. This identifies that EAN as having come from the US/Canada.

## What happens after I put the barcode on my product?

Once you affix the barcode to the product, you will need to communicate to the retailer what the product is and what number you have assigned to the product. There is no download of data from a database. The process is that you teach the retailer.

This is usually done by creating a sheet that describes your product. These product sheets should contain the following information:

- 1) Name of Product
- 2) Description of Product (Size, Weight, etc.)
- 3) Manufacturer Information
- 4) Selling Price
- 5) UPC/EAN Code

The retailer is going to enter all of this information into their Point Of Sale back-end, This is their computer system that is attached to their electronic cash register system. Some retailers have you enter this information on line (CD Baby, Amazon, Barnes and Noble, etc.)

When a customer wants to purchase the item, they take it to the checkstand and the clerk scans the item using a barcode reader. When the item is scanned, two things happen:

- 1) Product Information comes up on the Point of Sale System and is printed on the invoice or receipt
- 2) The unit purchased is removed from inventory.

## Why doesn't my product show up on my Smart Phone

Until you upload your product information to Amazon, Google Merchant or another database that ties in directly to these Barcode Scanning Applications, your information will not appear.

The default for Red Laser is to pull from the GS1s database showing the prefix holder's name. You can add your product info to the Red Laser and Shop Savvy Database. Beginning October 1, 2013, you can list your products in the UPC Barcodes database: <http://www.upcbarcodes.com/>



## OTHER SERVICES and INFORMATION



### MEDIA MEDIA INC.

Do you need a sounding board? Do you need marketing and advertising help? Do you need assistance with developing keywords for your website? A brainstorming session? Need advice regarding Blog, Business, Website and Social Media Integration? Have an employee that could be more productive, need a way to retain clients, get new ones?

Contact us! Set up a free 30 minute free appointment. <http://www.mediamediainc.com/book-an-appointment/>

### SEO SERVICES

Media Media Inc. are your SEO consultants.

We begin with a free consultation to better understand your business goals. The purpose of this meeting is to learn about your business, your website, your products and services, competition and critical success factors. After the first free consultation, you can choose to purchase blocks of time in 1, 4 or 10 hour increments.

<http://www.mediamediainc.com/seo-services/>

### CD and DVD PRODUCTION SERVICES

Media Media Inc. is your resource for CD, DVD and USB production plus Posters, Postcards/Clubcards, Flyers and Rackcards.

<https://mediamediainc.biz>

<http://www.upcbarcodes.com/>

### 4 MINUTE MENTOR

Media Media Inc. has a series of informational videos for all of your business needs at <http://www.mediamediainc.com>

### AMERICAN BUSINESS FIRST

Media Media Inc. publishes the website, American Business First, a site highlighting companies that sell U.S. Made Goods. You can add your listing for free here: <http://www.americanbusinessfirst.com/>



NUTRITIONAL ANALYSIS FACTS



Using FoodLab is the fastest way to get nutritional facts

Their Nutritional Analysis process allows you to submit products electronically and receive FDA compliant nutrition facts that are ready to cut and paste onto your food label design in as little as three to five days.

Incredible Value

Order one Retail Product Kit and get each additional Kit for only \$64.95 on similar products. Includes Nutrition Facts, Ingredient Statement and allergen Statement.

Restaurant menu nutrition disclosures are \$95.00 per menu item, including all subrecipes.

For more information:

<http://www.upcbarcodes.com/nutritional-analysis-facts/>

## UPC PRODUCT DATABASE

List your products in our growing UPC Barcodes database.

As one of our clients, you receive unlimited uploads of your products into the UPC Barcodes database and a Hosted Webpage for all of your products

Inclusion into many Smart Phone Apps, and each product will be indexed by both Google and Bing for easier access.

UPCBarcodes.com will help make your products more visible to customers, retailers, distributors all over the world.

Inclusion in this database will make it easy for buyers all over the world to find your products by searching for items by name, description or UPC barcode number.



Use the login and password that you used to make your purchase. Once logged in, you can add your product information directly from the dashboard.