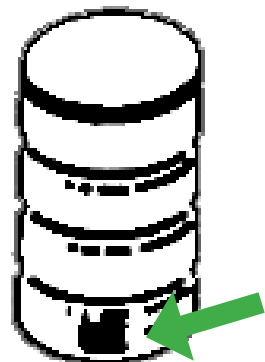
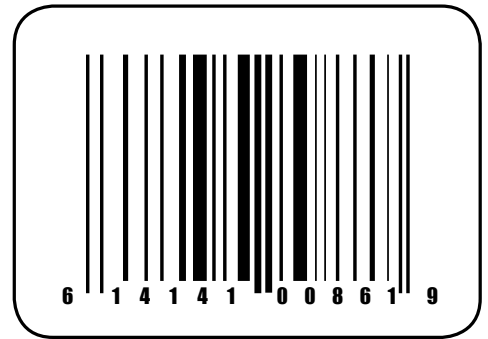


UPC BASICS

**Standardizing UPC Labels
Quality &
Location**



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Introduction

UPC standards have been an accepted standard of labeling products sold in retail stores for over 30-years. As Dollar Tree and its subsidiaries have now completed our POS roll-out to all stores we are joining with all other retailers in raising our need to have your compliance with these long established practices.

Dollar Tree needs your help to insure that virtually all merchandise has a valid, high first pass read rate quality bar code. Any exceptions to this policy must have the approval of our Dollar Tree's Chief Merchandising Officer.

Below you will find the highlights about what we need you to focus on to maximize the information system that we have implemented over the past 6 years. The success of fully utilizing the tools we've installed means better sales, replenishment and inventory turns for us and greater sales to those vendors who embrace this effort.

For more information, access the website for GSI (formerly Uniform Code Council) at www.gs1.org.

What is a UPC?

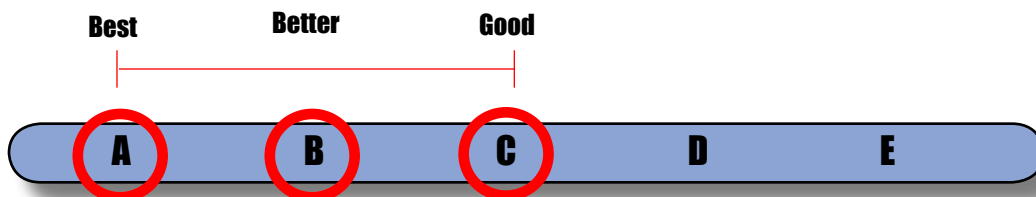
Uniform Product Code (UPC) is a high accuracy, machine-readable numbering system. It provides unique information on each item. An electronic scanner reads the UPC symbol which appears as a series of vertical bars and spaces.

When a SKU is created in our system, we need to receive all UPC's that will be sold under that SKU in our stores. The information must be accurate and submitted to the buyer in a manner that greatly limits any clerical errors. Any changes or corrections to a UPC needs to be submitted to your Dollar Tree Buyer prior to shipping.

Guidelines

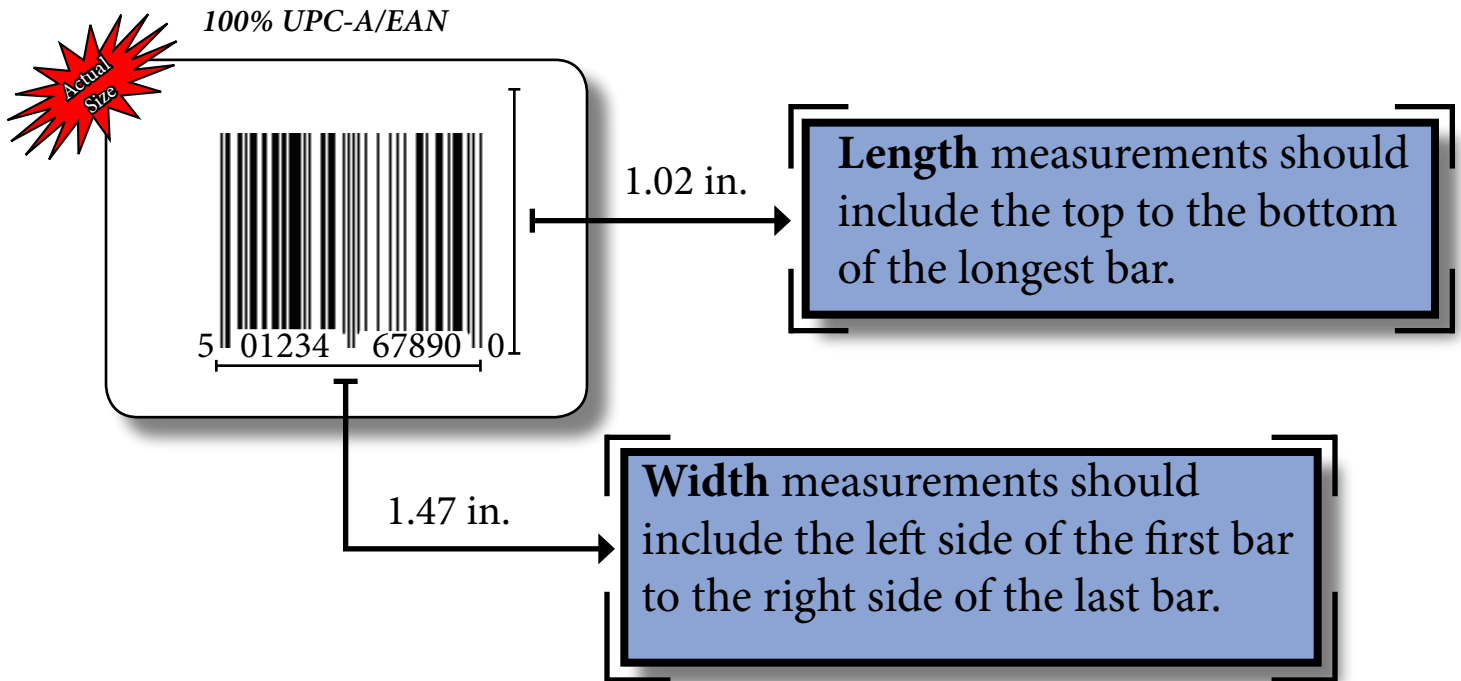
Dollar Tree requires that all UPC bar codes are verified in accordance with the International Standard ISO/IEC 15416 Bar code print quality test specification – Linear Symbols. We require a minimum passing grade of 'C' or better as determined by a UPC quality verification scanner (see page 5 for more details).

UPC's graded lower than a 'C' will not be accepted.

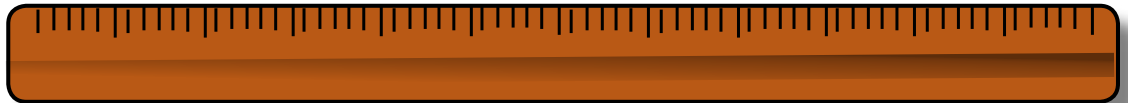


Guidelines continued

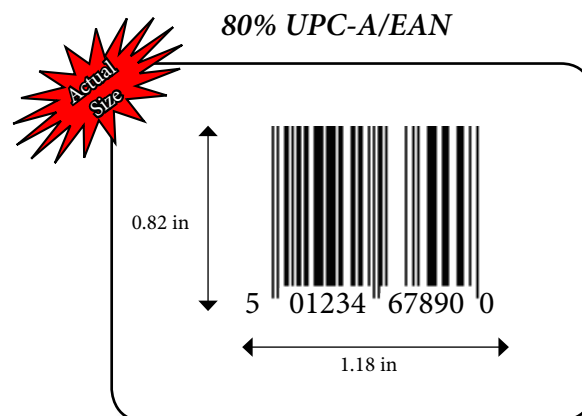
- Dollar Tree requires the UPC bar codes to be sized at 100%.



Use a measuring tool to compare sizes.



- If packaging is too small to accommodate a 100% sized UPC, it can be reduced to a minimum of 80%.



- Dollar Tree can accept UPC-E 8 digit UPCs if provided with the 8 digit UPC number. If you need an 8 digit UPC-E number provided for you, please contact your Dollar Tree buyer.

UPC Quality Standards

Guidelines continued

- UPC printed bar codes must have a “quiet zone” or “white space” around the bar code. It should be a minimum of 0.25” on all sides.
- Printed bar codes must be centered within the white background area where UPC code is to be positioned on packaging.
- Colored backgrounds and bars can create scanning problems. Therefore, Dollar Tree recommends that the bar code color should be black and the background should be white.



0.25 in. “white space” or “quiet zone” on all sides and centered on label

Note: Never use the color red on a bar code. When different colors are used, the quality of that bar code must be even higher than a black bar code on a white label. Remember a “C” grade is the minimum standard. A grade lower than a “C” will not scan and you’ll be required to reprint or re-label our product before it ships.

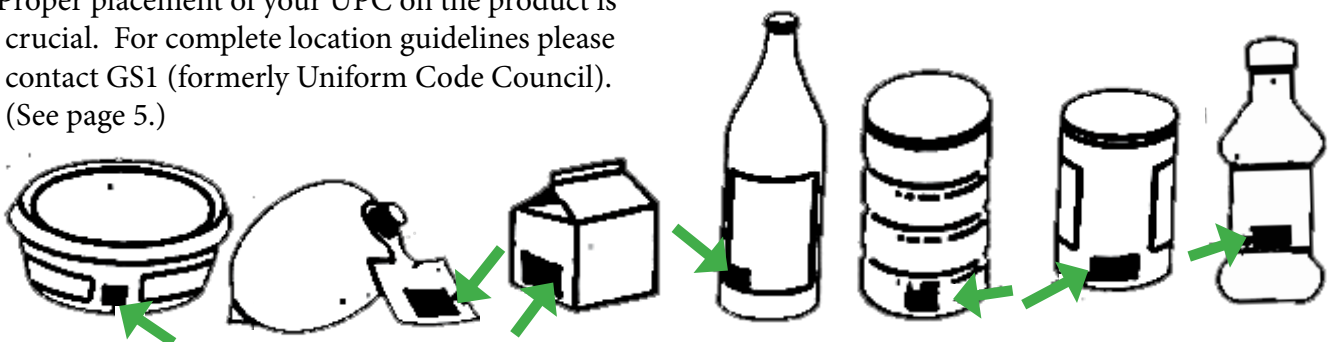
- If a package is wrapped in cellophane, plastic, or other reflective material, the UPC code must be applied as a separate sticker on the outside of the packaging. Dollar Tree package approval will be required for these types of items.
- The bar code label must be non-transferable. If the UPC is applied in the form of a sticker, the adhesive must be strong enough to prevent transfer to other merchandise or falling off the packaging.
- If you do not have a UPC # for your products, Dollar Tree will provide you with a UPC # for you to use in labeling the goods you are shipping to us. You will not be able to use this UPC# on orders shipped to any of your other customers.

UPC Location Standards

Accurate UPC Locations

- Proper placement of your UPC on the product is crucial. For complete location guidelines please contact GS1 (formerly Uniform Code Council). (See page 5.)

Accurate UPC placements below.



Inaccurate UPC Locations

Avoid Corner Wraps

Avoid Package Flaps

Avoid Non Centered UPC

Avoid Wrapping that Interferes with UPC

Avoid UPC Placement Behind Product

Avoid Label that Folds UPC

For More Information

The above information is the basic minimum guidelines. For complete UPC standards please contact GS1 (formerly Uniform Code Council) at:

Phone: 609-620-0200
Web site: www.gs1.org
E-mail: info@gs1us.org

UPC Bar Code verification devices can help you ensure that your bar codes have a valid high first pass read rate quality prior to production and shipping. Quality bar codes that are properly placed will help you avoid the expense of having to re-label product or reprint packaging.

For more information regarding UPC Bar Code verification devices you may contact:

SSE Technologies
Bill Egert
Phone 1-800-729-2444
E-mail: info@ssetechnologies.com

When calling reference “Dollar Tree” to qualify for preferred pricing.

UPC BASICS

Standardizing UPC Labels Quality & Location

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