Packaging Specification

Typically there are 3 levels of packing. Level 1 (single), level 2 (inner/pack) and level 3 (outer), which will all have their own unique barcode.

Barcode Information

Unless there is a supplier's barcode in place, then a Neville's barcode should always start – 5020403 or 05020403 with a 6 digit unique number following.

Level 1 (Single) should have a barcode type EAN-13.

Level 2 (Inner/Pack) should have a barcode type Code 128.

Level 3 (Outer) should have a barcode type ITF-14.

Level 1 (Single)

The labelling of the single item should be one of the following:
- Label – Example A or B

OR
- Swing tag – Example C

All labels should be normally placed centrally on the base of the product where sufficient space is available.

Example A - If the label application area is less than 6cm², the label size should be 2.5cm (L) x 2.5cm (W) and have the product code details and barcode printed only.

Example B - If the label application area is over 6cm², the size of the label should be 6cm (L) x 4cm (W) and have the Genware logo, product code, product description, barcode and the following strap line ' GenWare is a Neville UK plc brand name'(See example B).

Example C – Where there is no suitable surface area, a swing tag should be used. Swing tag size should be 6cm (L) x 4cm (W).

Examples of single labels:

Example A

Example B

Example C

Level 2 (Inner/Pack)

The inner/pack should have the following details:
- Genware Logo
- Product Code
- Description
- Qty
- Barcode

The above information should be on 3 sides – on both long sides and one on the short side.

There are two methods for this, either a pre-printed carton or a printed label.

The application rules are:
- Pre-printed cartons need to have the print centralised on both long sides and one short side.
  Application area under 20cm², the size of the print should be 10cm (L) x 8cm (W).
  Application area over 20cm², the size of the print should be 14cm (L) x 12cm (W).
  OR
- Printed labels need to be positioned in the top left-hand corner, on both long sides and one short side.
  Application area under 20cm², the size of the label should be 6cm (L) x 4cm (W).
  Application area over 20cm², the size of the label should be 10cm (L) x 8cm (W).

Pre-printed examples

Label examples

Level 3 (Outer)

The outer carton should have the following details:
- Genware Logo
- Product Code
- Description
- Qty
- Barcode

The above information should be on 3 sides – on both long sides and on one short side.

There are two methods for this, either a pre-printed carton or printed label.

The application rules are:
- Pre-printed carton needs to have the print centralised on both long sides and one short side.
  Application area under 40cm², the size of the print should be 14cm (L) x 12cm (W).
  Application area over 40cm², the size of the print should be 26cm (L) x 24cm (W).
  OR
- Printed labels need to be positioned in the top left-hand corner, on both long sides and one short side.
  The size of the label should be 14cm (L) x 12cm (W).

On the remaining short side, the following information should be applied centrally:
- PO No
- GW
- NW
- Measurements
- NUK Erith

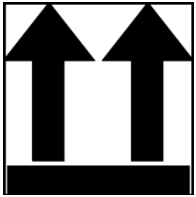The application rules are as above.

Pre-printed examples

Label examples

Packaging Symbols

There should also be the appropriate packaging symbols, clearly positioned, to provide visual guidance to help prevent incorrect handling and/or storage. Please see examples below:

          Fragile – As appropriate

          This Way Up - Mandatory

          Handle With Care – As appropriate

          Keep Dry - Mandatory

          Food Safe – As appropriate

          Heavy – Outer cartons where gross weight >20kg

For clarification with this packaging specification, please check with the QA team @ Nevilles – Quality@nevilleuk.com

For clarification with the Genware logo specification, please check with the Marketing team @ Nevilles – Marketing@nevilleuk.com

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