



Case Marking Requirements

Case Marking Specifications:

Case markings must be clearly legible and positioned in such a manner as not to be confused with other markings.

1. Shipping Container Code (SCC)/Global Trade Identification Number (GTIN)

- Minimum height 5.0mm (0.20”);
- SCC must appear on one side and one end of each case;
- Must always appear in a horizontal position;
- Must be 14 digits in length;
- For corked products, the symbol on the side of a case should be placed so it is near the bottom of the case when the bottles are in the “corks up” position. This may result in the symbol being near the top of the case if the product is stored with bottles in the “corks down” position.

2. Purchase Order Numbers

- Minimum height 1.27cm (1/2 inch), bold print;
- Located on same side or same end as bar code.

OR

Production Date

- Minimum height 1.27cm (1/2 inch), bold print;
- Must be separate from other bottling codes;
- Located on same side or same end as bar code.

3. Sales Units

- Located on same end as bar code;
- Minimum height 1.27cm (1/2 inch), bold print;
- On the same line and immediately preceding unit size;
- Multiple sales units must indicate the number of sales units per case and the number of bottles/units per sales unit, expressed in the format “4x (6x 355 ml)”.

4. Unit Size

- Located on same end as bar code;
- Minimum height 1.27 cm (1/2 inch), bold print;
- To be expressed in litres (L) or millilitres (ml);
- On the same line and immediately following sales unit.



5. Bottle Orientation

- Located on same end as bar code;
- Required for all products stores/warehoused in an inverted position (e.g. cork closures).

6. Product Description

- Must include brand name;
- Minimum height is 10.6mm (0.42”);
- On same end of case as SCC code.

7. Shipping Container Weight

- Must be on one end of each case;
- Minimum height 13mm (.5”);
- Approximate weight in kg of full shipping case.

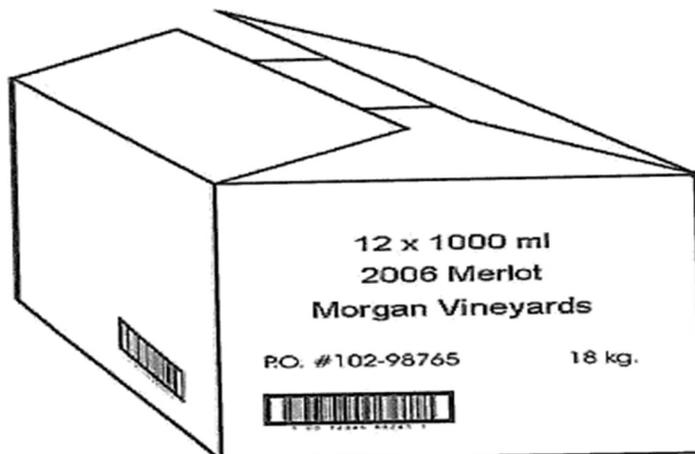
8. Product Type (Optional)

- Same end as bar code;
- Generic description of the product type (e.g. White Wine, Red Wine, Etc.)



CASE MARKING EXAMPLES

A) Product stored in an upright position



B) Product sealed with a cork closure and stored in an inverted position

