



Reward Code Label Specifications

- **Label Size:**
 - Reward Code – 3.125”(w) x 2.625”(h)
 - Base Label – 3.125”(w) x 2.625”(h)
- **Facesheet:**
 - The top and bottom ply of the label is made out of a 60# semi-gloss facestock with good strength and smoothness. Process prints well with water based flexo inks and some letterpress sheet.
 - Caliper: 2.9 Mil +/- 10%
 - Brightness of 86% and 86.5% opacity
- **Varnish**
 - UV high speed/gloss topcoat for flexographic press.
 - Intended for general-purpose use, but also offers outstanding cure response resulting in high gloss films
 - Very good solvent, water, and rub resistance
- **Adhesive:**

A non-tackified all-temperature adhesive with good die cutting and stripping properties. Adheres to a wide variety of packaging materials. Consider for repositionable.

 - Minimum Application Temperature: -20° F
 - Service Temperature Range: -65° F to +180° F
 - Adhesive Compliance: certified to conform to FDA regulation CFR Title 21, part 175.105 subpart B, which deals with adhesive used in incidental contact with dry, aqueous, and fatty foods.
- **Liner:**

40# layflat liner with excellent point-to-point caliper control.

 - Caliper: 2.5 Mil +/- 10%
 - Fanfold Perforation specs on liner: Approx. 5/32” land area from edge, 3/32” perfs, 1/32” ties, with every 3rd perf being a 5/32” tie.
- **Shelf Life:**

One year when stored at 72°F at 50% RH.

 - Construction Compliance: conforms to heavy metal content regulated by the Child Safety Act, ASTM F963-92,4.3.5. Meets CONEG legislation as well.

Other Attributes

- **Reward Code:**

A unique, 12 digit, alphanumeric code that is printed on the label and entered on-line by the participant.

 - The Reward code is formatted: **XXXX-XXXX-XXXX**.
 - Each Reward Code has value as assigned by the Sponsor and should be treated in a secure manner.
- **Bar Code:**

The bar code store the same Reward Code that’s printed on the Reward Code Label. It can be used by any participant who has a scanner and would like to enter a large amount of Reward Codes in a fast and efficient manner.

- The bar code uses a 3 by 9 or code 39 symbology. This is a standard symbology and should be recognized by most scanners.

Other Attributes (Continued)

- **Label Name:**

The Label Name is typically the name or abbreviated name of the product participating in the program.

- The Label Name is assigned at the product level and cannot be changed at the time of an order. The maximum number of characters for the Label Name is 28.
- Contact your Coalition Operations Manager if you need to modify a Label Name.

- **Reference Number:**

A Sponsor may elect to assign a reference number that would appear in the upper right hand corner of the Reward Code

- The Reference numbers is assigned at the product level and cannot be changed at the time of an order
- Contact your Coalition Operations Manager if you need to add or modify a reference number

- **Expiration Date:**

The expiration date is printed on all labels

- Minimum expiration period is 36 months from the date the reward code is printed
- Expiration Date Format: mm/yyyy
- Codes will be accepted through the last day of the month in which they expire

- **Colors:**

Color labels are available for the Large Peel-Off and Large Peel-Off Return Labels only. The entire label is not colored, but rather the borders of the peel off coupon are colored. The remaining portion of the Reward Code label is the standard yellow.

- Sponsors can elect to modify the color at the time of Reward Code orders
- Default color set up for all sponsor products is white at no charge
- Cost: \$75 per product, per color – Example: Reward codes ordered for 5 products, with 3 products having color labels would cost \$225
- Available Colors:

- **White (default)**
- **Red – 185**
- **Orange – 021**
- **Blue – 072**
- **Purple – 2592**
- **Green – 361**
- **Black**

- **Unwind Types:**

The Unwind Type determines the direction the label will come off the roll and applied to the product packaging. There are two Unwind Types to chose from:

- **Unwind Right or Unwind #3:** The right side of the label is dispensed first. The bar code will be on the right side of the label.
- **Unwind Left or Unwind #4:** The left side of the label is dispensed first. The bar code will be on the left side of the label.



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- **General Rule:** You can determine which unwind type you need by the location of the bar code. The bar code should always be on the side that dispenses first out of your label applicator.
- If you hand apply the labels, the unwind type does not make a difference and you should choose Unwind Right as the default.