



**BAR CODE
GRAPHICS**

JCPenney

**JCP GS1-128 Shipping Label Certification
Compliance Program Overview and Guidance**

SUPPLIER COMPLIANCE CHALLENGE

SCOPE

The JCPenney logistic supply chain relies on high-speed automated sortation and consequently is dependent on the scannability of supplier-provided barcode EDI shipping labels. Non-compliant barcodes result in significant operational inefficiencies and manual processing that not only disrupts workflow but also increase costs and reduce overall productivity.

PROBLEM

Despite barcode technology's 50-year history, supplier non-compliance with GS1 minimum print standards remains a persistent challenge that threatens retail efficiency. JCPenney recognized the need for a trusted, unbiased barcode verification resource to ensure their suppliers' barcodes would perform reliably before cartons enter their supply chain ecosystem and to administer a compliance program protecting both JCPenney's and their suppliers' interests.

OUR AUTHORITY

Since the inception of the UPC barcode, Bar Code Graphics has been recognized as the expert authority for barcode origination and print quality compliance. Our long-standing presence in the barcode industry assisting manufacturers and retailers, coupled with our involvement with the GS1 global standards, underscores our capability and reputation.



Identification Labs

Barcode certification and compliance administration

Bar Code Graphics has earned the reputation as sole source for unbiased retailer barcode certification. Our specialized division, Identification Labs, has been providing dedicated retailer barcode testing programs since 1998.



Retailers, such as JCPenney, that utilize our barcode compliance administration services empower us to support compliance offsets and protect their suppliers' interests against inaccurate barcode reporting. All JCPenney suppliers are required to routinely certify their ability to comply with JCPenney GS1-128 requirements to prevent logistic supply chain disruptions and avoid consequential compliance offset charges.

GS1 GLOBAL STANDARDS



GS1 Global Standards provide a universal language for business, enabling seamless identification, capture, and sharing of information across global supply chains regardless of industry or location. These standardized frameworks for product identification and logistics tracking enhance efficiency and interoperability throughout commercial ecosystems, serving as the foundation for trusted transactions between suppliers and trading partners.

JCPenney Barcode Requirements: Harmonized with GS1 Standards

JCPenney's GS1-128 Shipping Label barcode requirements adhere to GS1 global standards, with specifications deliberately harmonized to protect supplier interests and enable the use of consistent barcodes across all trading partners. While competitors with slower-moving supply chains might tolerate substandard barcodes, JCPenney's high-velocity operations demand full compliance with GS1 specifications to maintain efficiency. Annual GS1 standard updates are routinely reviewed to ensure JCPenney's requirements remain aligned with global best practices, particularly regarding critical barcode sizing and dimensions.

STANDARDS COMPLIANT BARCODE PRINT QUALITY EVALUATIONS

Since logistic barcodes are essentially the conduits for identifying shipments within a supply chain, barcode compliance with recognized standards is imperative. The ISO/IEC 15416 Barcode Print Quality Test Specifications are the basis that all industries use for evaluating barcode symbol print quality. GS1 global standards provide the framework for retail shipment identification, and the GS1 General Specifications provide guidance on how the ISO/IEC 15416 specification should be applied for various environments within supply chains.

Identification Labs adheres to all ISO/ANSI barcode print quality methodologies. All equipment is GS1 certified and calibrated daily to NIST traceable compliance guides. Bar Code Graphics has multiple GS1 certified barcode consultants on staff and plays an active role in the global GS1 GSMP standards committees.

MANDATORY CERTIFICATION

JCP suppliers are required to submit GS1-128 shipping labels for certification. Every format and supplier ship-point location must provide samples for evaluation. Physical test samples are required from all ship point locations. Variations in software, processes, printers and personnel can impact label formatting and print quality. Certification by ship location demonstrates a supplier's complete ability to meet the JCP barcode requirements.

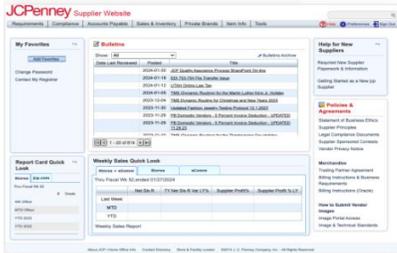
GS1-128 SHIPPING LABEL COMPLIANCE



As an unbiased 3rd party, Bar Code Graphics administers and supports JCPenney’s GS1-128 Shipping Label offset compliance program. When cartons within a shipment are identified as non-compliant and require manual processing, each individual JCPenney distribution center submits the labels and/or pictures directly to Bar Code Graphics for evaluation and review.

Utilizing the same criteria as GS1-12 label certification, Bar Code Graphics validates reported non-compliant label samples. If the submission is deemed “valid”, a “GS1-128 Defect Notification” is transmitted to the designed compliance contacts, so stated issues can quickly be rectified.

JCPenney Scorecard is Linked to BCG Compliance Portal



When a “GS1-128 Defect Notification” email is issued for a shipment, suppliers are provided with shipment data, digital pictures, supporting documents, and noted corrective actions. GS1-128 infractions indicated within the JCPenney Scorecard include links directly to Bar Code Graphics’ JCPenney Compliance Portal, so additional research may be performed.

JCP GS1-128 LABEL CERTIFICATION

All suppliers need to demonstrate their ability to comply with JCPenney's GS1-128 label requirements. It is mandatory that every ship location gets certified. This safety net helps prevent supply chain disruptions and non-compliance offset charges.

- Visit <https://jcpenney.symboltest.com/> to register your company and begin label certification.
- Register for each applicable GS1-128 Shipping Label format and for each shipping location.
- Please provide the appropriate contact(s) for compliance notifications during the registration process.
- Every label submission must include a completed registration form that is emailed after online registration.
- Please review the JCPenney EDI Shipping Carton Label Requirements on the Vendor Portal.
- Submitted shipping label samples should be from the production printers that will be utilized.
- Measure and confirm the left and right quiet zones for each barcode are greater than 0.25”.

FREQUENTLY ASKED QUESTIONS

Can we just send in a digital sample?

Ultimately, only physical labels can be certified to accurately demonstrate your company's ability to print compliant labels. However, a digital sample may be initially submitted for format and dimensional review. A separate testing fee will apply.

Are JCPenney requirements more exacting than other retailers?

JCPenney's GS1-128 Shipping Label format and dimensional requirements are harmonized to the GS1 global specifications. The GS1 specifications are volunteer guidelines and not every retailers' requirements need to match the global standards.

We have no issues with other retailers, why is this level of GS1 label certification necessary?

Very few retailers leverage high-speed automated sortation environment that moves cartons in excess of 550 ft/min. Consequently, they may not need to be as reliant on adherence to the GS1 standards.

In addition, many retailers use 3rd party technology companies for their EDI onboarding process. They commonly charge a flat fee, so their GS1-128 label testing evaluations may not adhere to the GS1 global standards.

Once we pass certification for a JCPenney format, do we need to re-certify?

GS1-128 Shipping Label re-certification is only necessary IF your company begins to receive offset expense charges for non-compliance. Due to the severity for non-compliance, re-certification is recommended any time there is a change to equipment, software, or material.





BAR CODE GRAPHICS

Bar Code Graphics specializes in standardized barcode identification, so accurate and compliant data can be efficiently bridged from physical products and shipments to digitized supply chain ecosystems.

Our niche services solve specific deficiencies in barcode identification and compliance encountered by retailers and suppliers.

COMPANY CONTACT INFORMATION

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