

Barcode Printing Tips

Size



The standard size is about 38mm wide x 25mm high. The smallest recommended size is 80% of standard size i.e. about 30mm wide x 20mm high. Do not crop left or right white 'quiet zones' as these are part of the barcode .

Colour



Barcode scanners see the contrast between the black and white bars. Hence the less contrast used, the harder it is for the scanner to read the barcode. Do not print onto dark backgrounds as the laser cannot see the white spaces.

Position



Place on an easily visible, flat location. Don't print too close to the edge or over seams. If you are placing on a curved surface, e.g. a bottle, the barcode should be vertical rather than horizontal.

Material



Test your packaging or label. Highly glossy can be too reflective. Matt paper can be absorbent.

Test



Test scan your barcode with a smartphone. You should be able to bring up the barcode number. If it's not finding the number, it's not scanning.

for more help contact us