



# BAR CODE LABEL RECOMMENDATIONS

The following suggestions have been developed to help you select and apply bar codes that will provide excellent readability for your library over the long term. The bar codes will be fully compatible with the 3M™ SelfCheck™ System and will be consistently and conveniently located for library staff when patrons bring materials to the circulation desk. Bar codes should comply with ANSI standard X3.182.

## 1 SYMBOLOGY

All of the following symbologies can be read:

- Preferred: Code 39, Codabar
- Acceptable: Code 128, Interleaved 2 of 5, Plessey, Telepen

## 2 BAR WIDTH

Generally, the 7.5 mil bar widths are easier to read and will last longer than narrow bar widths.

- Preferred: 7.5 mil minimum
- Acceptable: 6.5 mil minimum

## 3 BAR HEIGHT

Taller bar codes have a larger read area than shorter bar codes and therefore are easier for your staff to scan when using a bar code scanner or light pen.

- Recommended: 0.375 inch (9mm) minimum height

## 4 COLOR

High contrast labels with high print resolution are more reliable and easier to read.

- Recommended: Black print on white background

## 5 PRINTING TECHNOLOGY

The printing technology can significantly impact the readable life of the bar code.

- Preferred: Labels that are photo composed typically read very well over an extended period of time.
- Not Recommended: Labels that are dot matrix or direct transfer printed, because they are difficult to read and generally have a shorter life.

## 6 PROTECTIVE LAMINATES

Protective laminates are not required with high quality printed bar codes. However, one layer of clear laminate (i.e., clear mylar book covers or 3M #845 Book Tape) may be used.

- Not Recommended: More than one layer of protective laminates

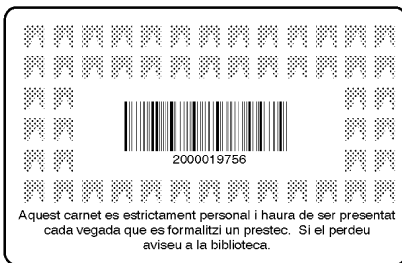
## 7 BAR CODE LOCATION ON PATRON CARDS

Recommended: One consistent bar code location.  
One consistent patron card size.  
The label should be placed parallel to the long edge of the card and near the center of the card.

Not Recommended: Labels applied perpendicular to the long edge or diagonally across the card.  
The 3M SelfCheck system is not designed to be used with patron cards on a keychain.

The card should be opaque as much as possible.

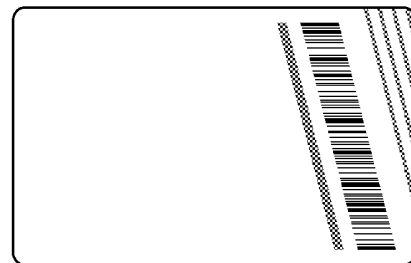
24 mil thickness is recommended for cards.



RECOMMENDED



ACCEPTABLE



NOT RECOMMENDED

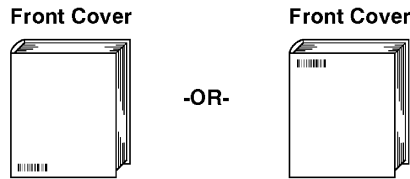
5210-207A

## 8 BAR CODE LOCATION ON BOOKS

- Recommended:
- S One consistent location.
  - S Make certain the label is applied as straight as possible (not skewed to the edge of the book).
  - S The label should be placed at a consistent height from top or bottom of book.
  - S Generally, the nearest edge of the bar code label should be positioned about 1.251 (32mm) from the bottom edge or top edge of the book. The bar code location should be as consistent as possible and should not vary more than +/- 1/21 (13mm).
  - S **Please Note:** The 3M SelfCheck system can read other bar code locations. See the illustrations on page 3.
  - S We suggest the left edge of the bar code label begin about 1.51 (38mm) from the spine of the book. **Bar code location templates are available from 3M.** If necessary, the label may be placed anywhere from the book spine, to 71 (180mm) out from the book spine in the horizontal plane.
  - S We suggest the bar code be placed on the front cover. This reduces unnecessary motion such as opening the book or turning it over to the opposite side.

**Preferred:** Easiest to position and scan by staff and patrons.

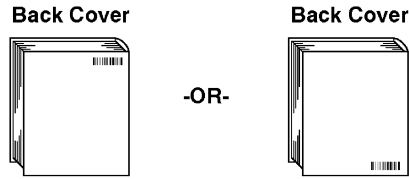
Usable with Models  
4210 and 6210



5210-208A

**Acceptable:** Easy to scan, but requires motion to turn book over and back again.

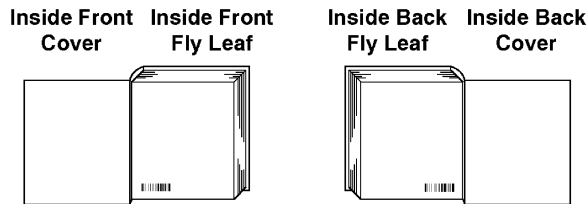
Usable with Models  
4210 and 6210



5210-209A

**Fair:** Requires additional motion in opening book cover, or is slightly more difficult to scan.

Usable with Models  
4210 and 6210



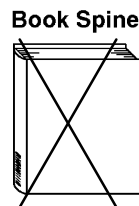
**Not Recommended:** Requires additional movement in opening book cover, is more difficult to align and scan, and can be somewhat confusing to staff and patrons.

Usable with  
Model 6210  
Only



**Won't Work with  
3M SelfCheck  
system:**

The 3M SelfCheck system cannot read bar codes that are placed on the book spine. Books with multiple bar codes are confusing to staff and patrons.



5210-212A

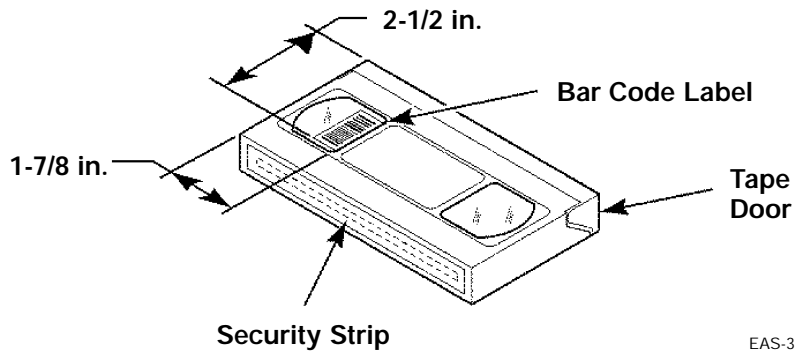


5210-211A

## 9 BAR CODE LOCATION ON VIDEO CASSETTES

3M has templates for properly placing the bar codes on video cassettes.

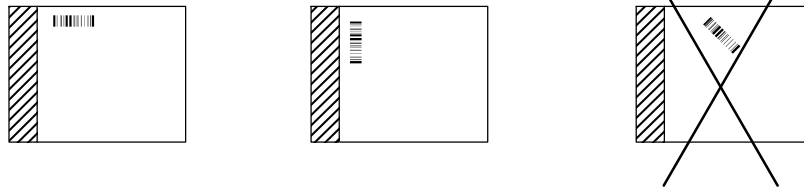
Bar codes on videos **MUST** be positioned as shown:



EAS-310A

## 10 BAR CODE LOCATION ON COMPACT DISCS

Bar codes can be placed on the front or back of compact discs. The bar code **MUST** be parallel to an edge (not skewed).



3M SelfCheck system models 4210 and 6210 are not for use with audio tapes, compact video tapes (VHS-C), or 8 mm video tapes.

### 3M Library Systems

3M Center, Building 225-4N-14  
St. Paul, MN 55144-1000  
1-800-328-0067  
In Canada 1-800-364-3577  
<http://www.3m.com/library>

Printed in U.S.A.  
©3M 1998 December  
75-0500-2910-9 Rev. B