BARCODE / QR CODE REQUIREMENTS

- All SKUs must include a barcode or QR code
- The barcode or QR code must be easily visible
- If the barcode or QR code is included on a swing tag or label, the material for this must be either FSC or recycled
- All barcodes or QR codes must be printed in black ink on a white background with a 3mm clear zone all around the barcode
- If using a 1d barcode, then the size recommended is 25.4 mm in width and 12.7 mm in height
- If using a 2d/QR code, then the size recommended is 10x10mm
- Please include the WWF SKU number near the barcode or QR code if possible
- Barcodes can be generated for free using the following link:
  https://barcode.tec-it.com/en
- QR codes can be generated for free using the following link:
  https://qrfy.com/
- Barcodes or QR codes, alongside the relevant WWF SKU number, must be included on the delivery note

Barcode example:

SKU: WWF00449   **SKU: WWF00449**

QR code example: